

Monthly Musings



courtesy of Fletcher Consulting

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SMART MOVE:

Dumping the PJ Jerk!

I call it **Papa John's Syndrome**.

Nobody wants to work for a jerk, yet many of us don't have much of a voice in such matters.

If your employer is rude, crude and socially unacceptable, you can stay and take the abuse, leave of your own volition or get fired. Unfortunately, companies with jerk bosses often pay well, so leaving might seem financially uncomfortable.

One exception is if you are calling the shots in a service industry like public relations, law or accounting. In these instances, if you feel you are unequally yoked in terms of values and respect, and if you can afford to make the move, you have the option of firing the offending client.

Papa John's Pizza has gotten into hot water, and then jumped from the water directly into the flame, with John Schnatter, its founder.

He stepped into the boiling water last year when he blamed the NFL for his company's declining sales because of the national anthem protests. I can climb on board with the premise that the protests hurt his sales, as overall NFL viewership waned, but he needed to temper his response and ask, "What am I trying to achieve with this outburst?"

His most recent misstep occurred on a July conference call when he used "the N-word," which resulted in him stepping down as chairman of the board. Major League Baseball then dropped its affiliation with him as a corporate sponsor.

Papa John's has taken a severe reputation hit and, to be frank, the company can't seem to stop reeling. They seem to be imitating United Airlines, with one PR fiasco after another.

So far this year, the advertising agency for Papa John's has resigned, as have two public relations firms and a marketing company. Obviously, nobody wants to be around a radioactive

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client.

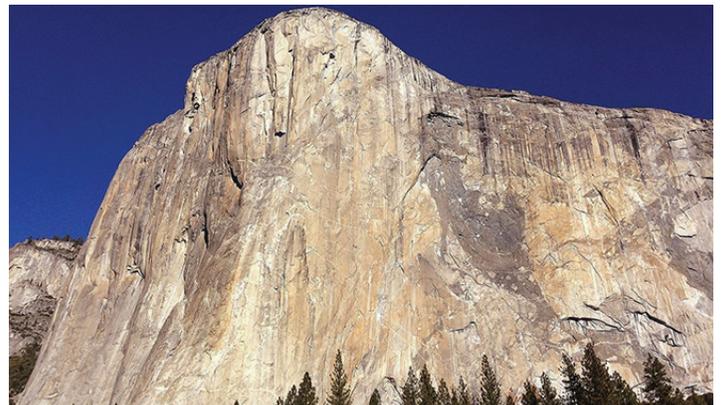
Each of them fired the client because client because its reputation reflected the brand identity of each of these vendors. If they had remained with Papa John's or represented John Schnatter as an individual, they would have opened themselves up to accusations of being "in it for the money" instead of aiming to serve clients with integrity that strive for excellence.

Clients want to know what you stand for, and they rightly judge you by the company you keep. Remember that some clients – even those that generate large revenues – may prevent you from earning the respect and business of even larger and more prestigious clients!

SMART PERSPECTIVE:

Find AWE!

Pastor Rick McDaniel [wrote this article for FoxNews.com](http://www.foxnews.com) about how experiencing AWE can positively impact your life. As I read,



I saw how it could help me walk in faith with Jesus Christ, help my personal relationships and even help my business. It's my privilege

to share these insights with you.

Awe does not have to occur at the peak of a gushing volcano or while experiencing weightlessness in a flight simulator – although those examples will certainly produce awe. Awe is the feeling of being in the presence of something vast or beyond human scale. It transcends our current understanding of things. Awe is that electrifying experience that can positively impact our lives.

Awe causes us to become lost in the moment, and the good news is that awe-inspiring moments can happen any time. Sometimes we experience awe while gazing at a sunset or the stars above. Often it's through the generosity of a friend or the kindness of a stranger. Even a walk in the woods can leave you awestruck.

Here are four benefits of awe:

- **Awe helps you create.** It causes us to become still and attentive, making us more open and receptive to details and new information.
- **Awe makes you happier.** As we see something special and unique, it fills our mind with wonder and our soul is lifted.
- **Awe heals your body.** It reduces levels of cytokines, a marker of inflammation linked to depression, and it lowers blood pressure.
- **Awe shifts your thinking.** It moves us from the center of everything and replaces us with God's beauty – a star-filled sky, beautiful cathedral or pristine beach. It allows our mind to see even more of God's creations.

Pastor McDaniel teaches us that awe can lead to greater collaboration which, in turn, can lead to marvelous breakthroughs. Projects get accomplished, challenges get resolved and great work is done. When people work together and get along, it increases our social wellbeing.

Parade Magazine reported that the average person experiences awe 2.5 times per week.

There are everyday ways to experience awe. Put down your smartphone and tablet and notice things you've been missing. Watch a TV channel or show you might not have previously considered watching. Rise early and watch the sunrise and, when you do, please take a photo and email it to me – I'll still be fast asleep.

Experiencing awe will make you "a better you" because you will appreciate more of the blessings God has graced you with.

Enjoy experiencing awe, and then recognize the awesomeness within you!

SMART RESULTS:

IHOp/IHOb Sells More Burgers

Inquiring minds want to know: What was the actual sales result of the iHOb publicity stunt that teased us with the idea that IHOp would actually change its name?

Public relations purists shudder at what was obviously a stunt because they consider the campaign to be gimmicky – and it totally was.

I prefer to measure the results in three ways:

1. What happened with overall sales per unit?
2. How much did burger sales grow?
3. How much more relevant is the brand as a result of social media and traditional news awareness?

Without further ado, here are the results:

1. Sales increased just under 1% per unit, so that's a lot of effort



for a marginal sales increase. However, when you consider that IHOp had faded into the restaurant landscape, anything that makes the brand more relevant and part of the food conversation is a positive result.

2. Burger sales grew an average of 400% per location, with some sites registering an incredible 700% increase. While the numbers are undoubtedly impressive, the tradeoff is that customers may have dined at lunch instead of breakfast, or they may have chosen a burger instead of a sandwich or other entrée.

3. The campaign resulted in over 20,000 news stories across all platforms and over 36 BILLION social media impressions

My final grade? A-. The IHOb campaign was brilliant because it engaged the brand's most loyal customers as zealots – demanding that they stay the way they are – while introducing IHOp to new customers who may never have dined there except with their parents or grandparents. I would have given an A+ if sales had increased at least 3-4%.

A job very well done (which, coincidentally, is how I like my burgers).

THE Tiebreaker

Hall Lozenges are Clever

In need of quick relief from congested sinuses and a sore throat, I turned to my default solution: Halls Menthol Lozenges.

My girlfriend Rebecca chuckled as she handed me a lozenge.

"Look here," she said. "They have these cute little quotes on the wrapper!" Some examples:

- Turn "Can-do" into "Can-DID!"
- A pep talk in every drop
- Get back in the game
- Fire up those engines!
- Don't waste a precious minute

What a brilliant move! Rather than doing the obvious by placing only their logo on the wrapper, Halls opted to include some optimistic and motivational language to encourage its customers on their road to recovery. This seemingly small gesture goes a long way to demonstrate the company's personality and to show that it cares about the health of its customers.

