Flip Books are an essential tool for highlighting this week’s Fundamental. Perfectly sized for the desktop, cubicle, conference table, break room table, and reception desk.

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**HONOR COMMITMENTS.**

There’s no better way to earn people’s trust than to be true to your word. Do what you say you’re going to do, when you say you’re going to do it. This includes being on time for all phone calls, appointments, meetings, and promises. If a commitment can’t be fulfilled, notify others early and agree on a new timeframe to be honored.

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**THINK TEAM FIRST.**

It’s not about you. Don’t let your own ego or personal agenda get in the way of doing what’s best for the team. Be willing to step into another role or help a co-worker when that’s what’s required for success. There’s no such thing as one person or one department succeeding and another falling short. We win and lose as a team.

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**BE A FANATIC ABOUT RESPONSE TIME.**

People expect us to respond to their questions and concerns quickly, whether it’s in person, on the phone, or by e-mail. This includes simply acknowledging that we received the request and we’re “on it” as well as keeping those involved continuously updated on the status of outstanding issues.