

Episode 27 – Going the Extra Mile

"You can start right where you stand and apply the habit of going the extra mile by rendering more service and better service than you are now being paid for."
– Napoleon Hill

Going the extra mile - what does it mean to you? Whether you are looking to climb the corporate ladder or create a pipeline of customers, you may want to consider going the extra mile. When people are thinking of others who go the extra mile, **the qualities of consistency and commitment to what matters often is what makes them stand out.** People who go the extra mile are often doing ordinary things but what they do is do a little bit extra and that truly separates them and makes everything extraordinary.

Have you ever experienced someone going the extra mile? This is often an interview question that is used when people are hiring to determine how willing someone is to put in the effort required to make it impact on someone. Years ago in my nursing career, I remember looking after a lady who had been in hospital for two weeks and she was anxious to be going home. That morning when I came to her room she was quite upset. The doctors had told her she needed to stay at least another 2 to 3 days because she wasn't ready to go home yet. Tearfully, she said to me, "I just want to see the sunshine." I knew that we could not take her off the unit to go outside because she had been on a heart monitor. During my break I was walking through the gift shop, and I noticed a beautiful yellow carnation so I purchased it for her. I took it to her room and said I know I can't take you to the sunshine that I can take the sunshine to you and this is your SUN. She was overjoyed. It was something so simple and I didn't really think it was very much but to her it meant the world. It made me feel good because I was able to turn someone's bad day into something more positive.



Going the extra mile doesn't have to cost a lot of money. Sometimes all it is a listening ear or spending time with someone. **The extra mile that I have experienced often came from someone putting in a lot more effort than what others were willing to do.** They were always looking for a solution and finding a way to make something work. **They do this with a positive attitude and without complaining.**

Have you noticed what happens when you go the extra mile? People start to notice you and the take notice of what you're doing. When people start seeing you going above and beyond, whether it is assisting others are gaining new knowledge, and apply in your area – they notice. You **become indispensable.** If layoffs were to arise, you be the one they will want to hang onto. You can be the first person they look to for promotion or new opportunity. Going the extra mile is doing so without an expectation. Even though

you're doing this without expectation there may come a time where you feel like you would like to ask for or negotiate a raise. This will be the time when you can demonstrate the efforts that you have put in and the results you helped achieve. Many people choose to do what they're required to do the bare minimum but few choose to go above and beyond.

There are several ways in which you can go above and beyond. The marketplace is crowded you start thinking outside the box and putting in the effort getting the greatest return on your investment of your time, money, resources, and sharing your unique gifts.

One of the easiest ways to go the extra mile is ask if you can help others. Learn to be of service. Discover ways that you can help. Jump in and help out. Take initiative.

Don't overwhelm yourself. **Delegate where you can for efficiency sake.** Some people believe that if they work longer hours this means they're going the extra mile if this is done consistently you can lead to burnout and dissatisfaction.

Find ways to work smarter by beginning with the end in mind. Listen to [**Episode 26: Start With Your End Game**](#). **Plan out what you need to do** and be consistent with your approach.

Pay attention to the details not just the big picture. Discover ways to create that wow factor.

Create an element of surprise! Do the unexpected.

What's stopping you from doing the unexpected and surprising others?

Call 3 to 5 of your current clients today and asked them how they are and if they have anything that the need of service from you.

Take time to **write handwritten thank you notes or send small gifts of appreciation.**

Years ago one of my realtors used to give out pumpkin pies to all of her clients at Thanksgiving. It was a lot more memorable than a calendar. **Find ways to be memorable and your customers will be your champions and spread the word.**

Send an article or magazine of interest related to a previous conversation or something that you like about them. Let them think, "Wow, they remembered - I can't believe it."

Take extra care in wrapping a gift and making it extra special instead of tossing it into a gift bag.

When reading a book or listening to a podcast, e-mail the host or author to let them know how you enjoyed it.

Share a shout out on social media and be specific about why someone stood out for you.

I would love to hear about how you go above and beyond or ways in which you felt you were provided with service above and beyond. E-mail me at

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DEBRA KASOWSKI, BScN CEC is an award-winning best-selling author, transformational speaker, blogger, and Certified Executive Coach. She has a heart of a teacher and is certified in Appreciative Inquiry and Emotional Intelligence. Her writing has been published in a variety of print and online magazines. Debra Kasowski International helps executives, entrepreneurs, and organizations boost their productivity, performance, and profits. It all starts with people and passion. Sign up the Success Secrets Newsletter and get your free mp3 download today! www.debrakasowski.com

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