

# Ease and Do<sup>©</sup>

*A Publication of E & D Associates*

May 2008  
Volume 4, Issue 3

## Passion- The Fire That Illuminates the Path to Success

On our recent anniversary trip to Grand Bahama Island my wife and I were thrilled to meet some of the warmest people we have met in our travels. Most of the people we met were happy we were there and made a point of enriching our visit.

During our stay we dined at a great restaurant on the marina (hint: La Dolce Vita at the Port Lucaya Marketplace). The food was spot-on and the surroundings and ambiance were spot-on as well, but it was our server who made it an unforgettable experience.

I was immediately struck by our servers' enthusiasm; let's just say it was contagious! This fellow was so incredibly full of joy I simply had to ask him- why? He explained that he's always been a very happy person (I suppose that might come more easily when you live in paradise). More importantly he told us that he's very passionate about everything he does. His passion, coupled with his willingness to express it made him an exceptionally engaging and vibrant person. Bottom line- while La Dolce Vita is a superb restaurant I'm sure there are many finer restaurants on the island; but in my eyes they'd be hard-pressed to have made such a memorable impression.

Passion drives many of us to do what we do; to make the choices we make. It also helps us sustain the effort needed to be successful. Of his own admission our server is passionate about everything he does. His passion not only sustains his enthusiasm and joy, it has a positive impact on the restaurant in which he works. How? Through his enthusiasm and joy our dining experience was both unforgettable and vivid. This translates to our willingness to tell others about our experience (witness this newsletter). If you happened to hear of our experience and do go to the island I'd say there's a far greater chance you'll check out this restaurant. If you do go there, at the very least you'll likely enjoy a great meal in a beautiful setting; and if you're real lucky you'll be seated in Mer...s section.

In the eyes of the consumer a business is **attractive** if their offerings are necessary or desirable and are offered at a fair (read: competitive) price. What you don't see here is the word *passion*. That's because passion is 'the icing on the cake.' You can attract people to a business that offers all that they need/want at a fair price but the real question is **can you keep them coming back?**

Ah, herein lies the differentiator; I am of the belief that those businesses that are

passionate about what they do (and who they are) are better equipped to retain their customers. So, what is your stance? Are you passionate about your business? How about your' employees? Are your customers eager to come back for more or are you constantly searching for replacements?