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10-25-1984

# Outline of Speech for Morning Session at Seattle Pacific University

C. William Pollard

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SEATTLE PACIFIC UNIVERSITY  
THURSDAY, OCTOBER 25, 1984  
MORNING SESSION  
C. W. POLLARD

INTRODUCTION (CHECK CATALOGUE)

WHAT DO YOU WANT TO BE - EFFECTIVE - KNOWLEDGE, CONTRIBUTION,  
BUILD ON STRENGTH, SINGLE-MINDED, MAKE DECISION

HISTORY OF SERVICEMASTER

FOUNDERS - PURPOSE

TYPE OF BUSINESS

GROWTH OF FRANCHISE CHANNEL

START OF HEALTH CARE

SIX SERVICE LINES

SCHOOL

INDUSTRIAL

SIZE 8% - DOUBLE IN SIZE EVEN 3 TO 4 YEARS - \$1 BILLION  
BEFORE WE CLOSE 1985, CANADA, U.K., EUROPE, MIDDLE EAST,  
JAPAN

NOTHING WE DO - WHERE CUSTOMER DOESN'T ASK, SHOULD I DO

PAGE 2.

~~IT MYSELF - WE HAVE A SALE - KEEP A CUSTOMER~~

4 OBJECTIVES CREATED IN IMAGE OF GOD

WORKPLACE CONTRIBUTING TO KIND OF PERSON BECOMING

TWO FIT TOGETHER

PURSUE EXCELLENCE (KNH EXAMPLE)

*customer development*

NOW PROFITABLE (SPU)

VALUE SYSTEM:

1. VALUE OF EACH INDIVIDUAL CREATED IN IMAGE OF GOD AND HIS RESPONSIBILITY AND ACCOUNTABILITY TO HIS CREATOR FOR HIMSELF AND OTHERS.
2. VALUE OF <sup>↓</sup>FAMILY AS THE BASIC SPIRITUAL, ECONOMIC, AND SOCIAL UNIT FOR DEVELOPMENT OF PERSON.
3. VALUE OF WORK AS A CALLING AND MINISTRY TO GOD.

4. VALUE OF A KEPT PROMISE - COVENANT AS BASIS FOR COMBINED EFFORTS AND CORPORATE *action*

5. VALUE OF PRODUCE *wealth* THAT IS INVESTED AS IT IS DISTRIBUTED - NOT DISSIPATED OR ACCUMULATED FOR PERSONAL USE.

A. IMPORTANT ROLE YOU HAVE IN SELLING THE STANDARD - THE BASE LINE - FOR THE YOUNG PEOPLE YOU ARE LEADING.

EXAMPLE: DAVE YOUNG

B. ENCOURAGE YOU IN YOUR DEVELOPMENT OF ADMINISTRATIVE FACULTY AND STAFF - TO SPEND TIME \_\_\_\_\_ ON THE FAMILY.

TIMES WHEN SPOUSES CAN RELATE TO THE WORK AND CALLING OF THE \_\_\_\_\_ OR FACULTY - AND ASSUME A ROLE AND RESPONSIBILITY. WHERE, YES, EVEN CHILDREN CAN IDENTIFY WITH AND FEEL AN OWNERSHIP OF WHAT IS BEING ACCOMPLISHED BY THE PARENT AT SPU.

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PAGE 4.

FROM MY PRIOR EXPERIENCE AS A FACULTY MEMBER AND ADMINIS-  
TRATOR IN A CHRISTIAN COLLEGE - TOO MANY TIMES - WHAT MADE  
UP THE WHOLE PERSON - WHAT HE WAS BECOMING AND HOW IT RELATES  
TO HIS ROLE IN FAMILY WERE TAKEN FOR GRANTED.