

October 25th, 1984

Outline of Speech for Morning Session at Seattle Pacific University

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Recommended Citation

Pollard, C. William, "Outline of Speech for Morning Session at Seattle Pacific University" (1984). *C. William Pollard Papers*. 194.
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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 [↓]FAMILY AS THE BASIC SPIRITUAL, ECONOMIC, AND SOCIAL UNIT FOR DEVELOPMENT OF PERSON.
3. VALUE OF WORK AS A CALLING AND MINISTRY TO GOD.

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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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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.