

Infinity DYO™

Design Your Own saddle!

Smith-Worthington
Saddle makers since Washington was President

Smith-Worthington Infinity DYO dealers help riders design their own custom saddles. First determine seat and tree Then:

- leather / color
- flap style / shape / size
- knee rolls / thigh blocks / padding
- billet style
- stirrup bar style
- other options

Infinity DYO saddles are custom fitted to both rider and horse.

Price is reasonable. In stock price + 20% (not including adjustable stirrup bars)

Selected dealers will be highlighted on website

www.smithworthington.com

Call (800) 323-8225 to discuss how you can become an approved Smith-Worthington DYO dealer.



B U S I N E S S S E N S E



By Jeff Jones, Business Editor

What is Your Culture?

Dictionary.com lists 15 definitions for the word culture, but two of them stand out to me when I think about creating a culture or a unique feeling within a company. The first states that culture is the quality in a person or society that arises from a concern for what is regarded as excellent. The second defines culture as the behaviors and beliefs characteristic of a particular social, ethnic or age group. I've combined these two to create my own hybrid definition of culture: behaviors, beliefs and quality characteristics of a group used to create excellence.

Now, take that definition and apply it to your business. Have you created an environment in which your employees can succeed and thrive? Would you say that from the moment your employees arrive until the moment they leave, they exhibit behaviors, beliefs and quality characteristics used to create excellence? If not, what is the culture in your organization?

Imagine for a moment if the corporate culture of your company—the behaviors, beliefs and qualities of your people—were used to create excellence; excellence in customer service, excellence in product knowledge, excellence in merchandising, excellence in purchasing, excellence in all the daily activities of your staff. I use the word imagine very purposefully here, because in most businesses this type of culture does not exist. But you can imagine the electricity in the air, the feel of the store, the experience customers would have, if a culture of excellence were occurring in your store.

The question for all business leaders is how to introduce and then continue a positive culture. In some small businesses, it occurs because the owner works side by side with their employees each day, who then model what they see from the owner in their own work. Maintaining a culture gets much harder when the owner takes on a more administrative role, has more than one location or any number of other variables that keep them off the front line. In these situations, creating a culture or maintaining an existing culture takes much more deliberate thought and action, but it can be done.

Intensive training of managers, and then giving them the tools to train their employees, is one way to imbed the culture you want in your business. This takes extra work in the beginning to create a training program, but there are many tools available on the market to help with the process. Initial manager training should include spending time with you in a location where the culture you want is prevalent. That needs to be followed up repeatedly, either through visits to their location or department, or with phone contact if their location is too far for you to travel to regularly. Continue this process, even once you have established the groundwork, to make providing a culture of excellence in your store an ongoing business practice. 🐾