

Fraser HR

Roll up the carpets – Let's tango!

In the post this week I received the usual batch of junk mail. Usually I quickly scan the letter drop and dispense of the junk mail without even opening the envelopes. But today, I felt compelled to open one or two envelopes ... maybe an opportunity I've been waiting for? Could it be an unexpected invite to a grand social occasion? What if my numbers had come up and I had in fact won the lottery! Hey - it costs nothing to dream.

Anyway I was quite amused to read that I was been offered a special deal on carpet cleaning and within the same envelope on a separate flyer an opportunity to join Latin American dance classes. How bizarre I thought. I wonder why two different services were sent out together? Could it be a cost saving measure on the part of a small company? Was the credit crunch encouraging us to be a little more creative with our marketing strategies and materials? Was it an opportunity to target new and different customers?

Whatever the reason, it made me smile and think about how sometimes we need to take a new and different approach to what we do in work and in business? How often do we do that? There is an old adage – 'Do what you always do and get what you always get'.

So, not only has this particular carpet deal made me smile and captured my imagination, it has made me think about being more creative within my own business. If you were to be a little more creative in your business, how might that look, what difference would it make to you and your clients?

In conclusion, the carpets are fine and I may well investigate the Latin American dancing. Who knows where the contestants for next year's 'Strictly Come Dancing' programme may come from? It could be the small business community ...

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