

ISHN "FDO"
November 2008
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"Got a 'BOOK' on 'You?'"

Years ago, actually the summer of '55, here in Cincinnati, when I was a kid, my baseball coach's younger brother got called up from the St. Louis Cardinals minor league system. And, Boy - he was an instant 'hit' !

He was a catcher, up from the minors, and - 'HOT' ! It was real exciting. His big league debut began June 5th, sharing first string catcher duties and is hitting big time percentage. By the ALL Star break, actually, as I recall, he was leading the majors in hitting!

Gosh, "Those were the days"because of the brother relationship, we got to go down to Cincinnati Red's, Crosley Field when the Cards were in town. We got to go into the Cardinals visitor's Clubhouse & locker room. We got on to the diamond during practice, we met "Stan the Man", Don Blasingame, Harvey Haddix, Boyer, Schoendienst, Moon.....I got to pitch to a few during batting practice, shag some flies in the outfield, hit, run the bases.....Boy,"those were the days"Turns out, short lived.

They got the 'book' on him.....he played his last major league game September 21st (1955) appearing in only 58 games, lifetime average, .276 (47-170) I know most of those 47 hits came before the ALL Star Break.

Point is, they got the 'book' on him, you know - strengths/weaknesses,do they have a 'book' on you?

You bet they do (guess I shouldn't use bet) sure.....the 'book's out, it's been out, but the good news is, if you are reading this, you're still in the big leagues. Your pitching ERA is low or, you're hitting for above average, and/or fielding well too.....OR you wouldn't be up here in the big leagues, you'd be out, like my baseball coach's brother.

If you're good, your 'book' may be a "best seller", at the top of the list, in demand, a source, THE resource. A Hall of Fame candidate maybe?

From your beginning, "they" start the 'book' on you. However, different from my hero, you have more control on what is put down, by building upon what you want in the 'book'. Learn and understand the "ground rules" early on, and always abide by them - always. I believe some of the most key words you want in the 'book' on you are, "trust, reliable and consistent". You don't want a weak spot, where they can beat you down....like always be able to get you to lower your price or not keeping in training, or remaining current, not staying in business shape, not having good knowledge of products, programs, standards or industry news, etc. You don't want them to have to put a special 'shift' on you because of your weaknesses and they learn and know how to "play" you.

These are all distractions. You want them to 'play' you, 'straight away, down the middle', because they trust you and can rely on you because you're consistent....this 'book' on you - is not a game.

Think about it

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