

# 35 Best Practices from the Last 35 Years of Business

By: Dale Armstrong



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1. **Truly care about people** because *really* caring about people is the secret to driving growth and revenue.
2. **Remember, you are always on stage** because your attitude is a representation of yourself and your entire team.
3. **Make sure that everyone goes home every day with their integrity intact** by committing to honesty and integrity with your team, your customers, and the community.
4. **Be very intentional about hiring.** Make sure that new team members' values align with the values of the company. Shoot for the Top 5% of the workforce.
5. **All improvement is rooted in humility.**
6. **Personal stability is gained through multiple points of connection** in the five key areas of relationship: spiritual, personal, professional, communal, and social.
7. **Provide leadership through influence, not authority.**
8. **Be humble enough to realize that every person you come in contact with has an impact on your future.**
9. **Servant leadership** means being intentional about hiring and supporting people who can out-perform you.
10. **Honesty is the most important ingredient in developing people.**
11. **Self-reflection.** Find and be aware of your personal weaknesses and ensure that you surround yourself with people who are strong in those areas.
12. **Do the right things for the right reasons.**
13. **The Golden Rule:** Do unto others as you would have them do unto you.
14. **Influence grows from a foundation of enduring principles,** particularly character, integrity, congruency, trust, and discipline.
15. **Your business card only establishes the expectations.** Receiving a certain title on your business card doesn't mean you're done.
16. **Good advice is often lost in the failure to apply it.**
17. **Listen more.**
18. **Stay curious and ask your team good questions.**
19. **The only bad mistake is the one you didn't learn from.**
20. **Perception of character is important, but the substance of that perception is so much more important.**
21. **Always be brave enough to have the conversation.**
22. **If you fail to honor your people, they will fail to honor you.**
23. **True humility is staying teachable** no matter what you already know.
24. **Work hard to remove roadblocks for your coworkers.**
25. **A leader's job is to maximize the individual potential of each person who walks through the door.**
26. **Be careful of the people you invite into your culture.**
27. **A plan coming together is a beautiful thing.**
28. **Discipline.** The accomplishments in my life that I am the most proud of are connected to discipline. Some of my biggest regrets are connected to a lack of discipline.
29. **Invest in your employee's development.** Don't worry about training people and risking them leaving. Worry about "not" training people and risking them staying.
30. **Our success isn't the result of our perfection, but people's tolerance for our shortcomings.** Always leave room for forgiveness.
31. **Make minor corrections early.** Any journey is the result of many minor corrections. It takes constant diligence, and the minor changes aren't as noticeable. But the further you get off course, the more dramatic the correction must be.
32. **Be clear about your destination, and the stops along the way are easier to plan.** (Jim Collins)
33. **No one is "overqualified."** Being more than qualified is called "competent."
34. **Success comes from hard work.**
35. **Don't forget to celebrate!** Take the time to appreciate the people you work with.

We didn't start off knowing these best practices. We've had to learn them, and I'll bet in the next 35 years, we'll learn a lot more. The root of all these practices, of everything we do here at TLC, is "people." Take care of your people, and the rest sorts itself out!