

### Ho! Ho! Ho! One global company baffles analysts, year after year!

This time of the year, many companies finally get “in the black,” as retail activity ramps up to frenzied levels. But there is no company that is known for seasonal success more than everyone’s favorite: North Pole, Inc.

When it comes to entrepreneurial success stories, there is no shortage of sparkling examples from which to pull inspiration. But long time CEO Santa Claus unwaveringly follows a formula that cultivates the most loyal brand following and highest employee satisfaction levels, possibly of all time.

Clelan Coaching brings you a Top 5 list wrapped with ribbons and set aglow with a shiny, red nose.

Let’s unpack **Santa’s Lessons for Success**, shall we?

1. He has never missed a delivery deadline of December 24th. Admittedly, there is some proprietary magic in his global logistics framework that we will never be privy to, but we can still admire these **consistent goals, met year after year**, and strive to meet them in our own way.
2. **He is an original!** This enigma has created Santa's own currency that never seems subject to the ups and downs of global market conditions. That’s right; he has found a way to leverage the dividends yielded by children’s smiles, laughter, and, most of all, good behavior.
3. A master of engagement, Santa has a direct line to customer feedback, so he can **always promise the personal touch**. Some say he sends out lookalikes to meet each and every child in the lead-up to Christmas, but this is purely hearsay. While the exact techniques are closely guarded, one thing is for sure: he is monitoring customer activity very, very closely!
4. The North Pole elf team is managed brilliantly through a **company culture based on genuine values** and a shared, simple vision that is the rock-solid base of its model: Make the customer happy, first. Second, give without the expectation of receiving. Third, recognize genius and nurture

the team member who you can envision as your co-pilot. Look around you. Who is your Rudolph?

5. He **doesn't mess with the formula, yet does adapt** to technology. Santa has to keep up with the times, but also understands that he can't compromise on his delivery style, the eco-friendly reindeer method that customers have come to expect. He understands the power of personal delivery, even if the chimney method is not always practical.

I hope this spotlight on the ultimate name in customer service gave you a twinkle in your eye and a few minutes to think about injecting a little Christmas magic into your business and personal life.

May you be blessed this holiday season, and may your entrepreneurial spirit be ignited for 2016!

Denise Clelan, an accomplished business owner for more than 25 years, is committed to helping other successful entrepreneurs experience freedom and fulfillment in every area of life. Denise is a Certified Professional Coach (CPC) and Energy Leadership™ Master Practitioner and COR.E Performance Dynamics Specialist



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