

**"110% isn't Enough!"**



**Capital One did a "book"**

with a t-shirt and insert card inside. The card says:

**"On Expectations:** 110% isn't enough. Your best is enough. It will be hard. We will give your our best. You deserve it. We want your best. Your customers deserve it. Say yes. Dream big. Think Big.  
**On Attitude:** Would you rather have a 9 to 5 you hate or an all the time you love? Have fun. It just isn't worth it if you are not. Be excited. Be positive. Don't complain...fix it!  
**On Working Together:** Give credit to others. ...  
**On Being Better:** Rise to the occasion. ...  
**On Integrity & Accountability:** Own it. Don't pass the buck. ...  
**On Fear:** Forget what you think you know. ...  
**On Life:** Wake up before your alarm. Enjoy life. ..."

The card has much more detail with topics, resolutions and values. This is the company culture at its best; steering people's thoughts to the positive, and giving them a gift t-shirt (team identity) that's tied to the message. It's an HR message with a big surprise factor and much more impact!

New 2018 brochure, products and pricing nearly ready. See BookWear® in January at ASI Orlando, PPAI Las Vegas & ASI Dallas.



December 2017 Newsletter  
**Happy Holidays to You!**

**"I believe fundamental honesty is the keystone of business."**  
 Harvey S. Firestone

**Welcome Week Atlas**



If you want a fun and effective directory to Welcome Week, this is it! Starting with "You Are Here" showing your the location on campus, this book then details important dates and happenings on the back cover. It's packed with activities; 15 times and locations listed for Friday, 12 for Saturday and 9 for Sunday. It's a good thing there are just two listed for Monday, because that is the first day of classes! This came with a Queens U t-shirt inside and is a great intro to campus life for a new student.

**"We like it when our employees have goals."**



So says Mahle on the back of their "book". It is an HR piece for employee advancement. "What goals are you reaching for? Are you prepared to grow with the challenges ahead of you? Challenge yourself at MAHLE. As a leading global development partner for the automotive and engine industry, MAHLE provides technologically innovative solutions to well-known customers. At MAHLE, we give you the perfect start to your career. We offer you the ability to be part of a strong project team and challenge yourself with various international projects." The text continues with more details, challenges and options. There is a gift inside of a MAHLE laundry bag, something useful that will repeatedly remind the recipient of career choices and challenges at MAHLE. This is a reorder for this internal advancement HR book.