

## COMPANY VALUES:

- **S**afety
- **I**ntegrity
- **T**eam
- **E**xcellence

# Tiger News

NEWSLETTER

**SPECIAL EDITION**



PART 4

## A Message from Dennis Altnow, CEO



*Dennis Altnow and Don Altnow  
Co-founders of  
Tiger Lines, LLC*

As spring departs and summer gives us its first peek, this fourth Special Edition Newsletter will be dedicated to SHINE attributes #7 and #8: **Clarity & Transparency** and **Committed, Tenacious & Consistent**. We continue to unpack the attributes of SHINE so that we can all recognize it and draw from its guidelines as we face decisions and have different options available to us. We certainly have not arrived at the point where we always reflect SHINE, but we continue to strive towards being characterized as a team that SHINES!

### The 12 Attributes of SHINE:

1. Win<sup>4</sup> (Employees, Customers, Company, & Vendors)
2. Perpetuate, Preserve Legacy & Facilitate Succession
3. Humble, Hungry & People Smart
4. Development of People and Processes (Kaizen/LEAN)
5. Servant Leadership
6. Adaptable & Resilient
7. Provide Clarity & Transparency
8. Committed, Tenacious & Consistent
9. Competent & Innovative
10. Inject Fun into Work Environment
11. Protect and Steward
12. Trust, Unity & Team

**“The bottom line is, when people are crystal clear about the most important priorities of the organization and team they work with and prioritized their work around those top priorities, not only are they many times more productive, they discover they have the time they need to have a whole life.”**

**-- Stephen Covey**

## ✦ Clarity & Transparency ✦

A close cousin to Clarity and Transparency attributes is fairness. Perhaps these sound like complicated terms, but simplified they mean:

- **Clarity:** everybody understands what needs to be achieved and their role in achieving it
- **Transparency:** everybody can see it, there are no secrets
- **Fairness:** nobody is discriminated against

What a great working environment when all three of these are achieved simultaneously! This embodies SHINE! The tendency is usually for something to be perceived as unfair when there is a lack of clarity or transparency. And usually, the lack of clarity or transparency is because

time was not invested to ensure the people doing the actual work are equipped with the knowledge needed.

Generally, somebody knows the information, it just was not properly shared. Steven Covey in his book *Seven Habits of Highly Effective People*, made the analogy of a sports game and business. He asked if anyone can imagine playing a game of soccer, not knowing the rules, not knowing where on the field the goal was, and not having a scoreboard? It seems ridiculous to play a game in that environment, but this is the operating environment of many companies. As we pursue improving our SHINE, we want to make sure we have clarity, are transparent, and fair to all. As a point of clarification, fair

does not mean equal, it means fair for the circumstances.

Author Patrick Lencioni has advised us for a team to be highly functional, it must start with trust, and trust is earned through clarity, transparency, and fairness. We as a management team are striving to ensure everybody sees the goal and there are no secrets kept that can be shared. Everybody understands what is trying to be achieved and understands their role in contributing towards that achievement, and people are treated fair. There are not any discriminations or favoritism present. SHINE means we will have clarity, be transparent, and treat everyone fairly.

## ✦ Committed, Tenacious, & Consistent ✦

- **Committed:** Feeling dedication and loyalty to a cause, activity, or job; wholeheartedly dedicated.
- **Tenacious:** Persistent, determined, strong-willed, tireless, resolute, patient, staunch, steadfast, and untiring.
- **Consistent:** Constant, regular, uniform, steady, stable, even, unchanging, reliable, predictable.

present co-workers here at Tiger Lines come to mind that have exemplified attribute #8. We are all very fortunate to have many examples for which to model our behavior. All the committed employees who tenaciously apply their efforts to their jobs and other areas of their lives.

Their ability to stay consistent not only helps bring SHINE to the Tiger Team but also sets positive examples for all of us to aspire to. As we all work

towards SHINE, think about the people in your lives that have and do currently live out attribute #8. Then consider the people that are looking to you as an example to follow in their pursuit of achieving SHINE!!!

Thank you for all you do to make the Tiger Team highly functional and effective!!!

When reflecting on this attribute and how it contributes to SHINE, past and

**I do the very best I know how  
- the very best I can;  
and I mean to keep on  
doing so until the end.”  
-- Abraham Lincoln**

