

Reasons Travel Mission Control Statement

We're all in this together.

As part of a game with our clients and the airlines and other companies.

We are like mission control - we are the contacts for our astronauts (the travelers) - the only familiar voice - the people who are on their side.

Imagine a lone person in a strange city, in a cavernous terminal, surrounded by strangers, with a piece of paper in their hand. Just one of thousands or millions of travelers being processed through their bit of an endless system. The itinerary they carry is their guide through the many choices. Our agents, sitting nice and safe at their computers, are here to help them make sense of a confusion or to resolve a snafu. With any luck and a bit of interest, we all just sort of get along with each other. We don't have to be best friends but we do just sort of get along.

Reasons is a partner with the companies we serve - like a division of their company.

It also means we want our agents to have a good life - whatever that means.

We don't need heroes; we don't need martyrs. We all contribute to a team effort, a team result.

We don't have to compromise with our sense of integrity - our sense of what feels right inside ourselves - although sometimes it takes awhile for our clients to catch up with us. I guess sometimes it takes us a bit to realize what they are actually asking for, too.

Our job is to get the traveler where they need to be in some kind of decent shape to get their job done - and to get them home again.

Always give the client a choice, an option, even if it is just to book a hotel for the night when there is no flight out - or to offer to call back - or to be there again in the the morning.

We want their company to succeed because then we succeed, too. It isn't a competition, it's a partnership.

The airlines used to be more service oriented. Now it is becoming more dollar oriented. the more the airlines abandon services areas, the more important we can become.

Always think about the next person. Where ever you are, whatever you do leaves something for the next person who comes along. For better or worse you leave a changed bit of the world behind you. What would you

A Reasons Thing

like to find if you were the next person?

More business, less work. This doesn't just mean efficiency, although it does include efficiency. More than that it can mean making things move more smoothly. Cooperation between all the cogs in the watch of our little world. The travelers, agents, airlines, travel planners, accountants, executives, owners, suppliers, interacting computer systems...all cogs or gears which mesh more smoothly or jam up or just mesh more or less well. We turn when moved by others, and we move others in our turn. If they move smoothly, we can move more smoothly.

In an ideal world we back each other up. In baseball when the catcher throws the ball to the pitcher, the second baseman is in position to scoop up the ball if the pitcher misses it and the center fielder is behind him if he misses it. Hopefully they all share in the successes or failures of each thrown ball. In our travel business, an agent makes a reservation, and another agent or supervisor double-checks it. Or a traveler makes a reservation on-line, and an agent reviews it before issuing the ticket. Each person in the chain shares responsibility. If someone doesn't check something, they share responsibility anyway. For instance, if it is my job to double-check an agent's reservation and I don't, then I share in any mistakes that agent might make. Similarly, when I do check, I can feel pride in how well the agent did. I am part of that accomplishment.

I can have anything I want. I just have to actually want it long enough.

I don't have to do any one particular thing.

We have nothing to prove to anyone.

Don't worry until there's something to worry about.

Once you get your way, you don't have to have it anymore.

People keep asking me for what they don't want to find out why.

If you're not happy, lower your standards.

Do less.[For instance, get more business, but make it less work.]

Reasons Travel doesn't actually exist on its own. It existed yesterday and a minute ago, but it only exists now if we create it in the moment. It isn't the same Reasons as it was before. It is you now, as you understand it to be.

We are magical, and the world is amazing.

Always give the customer a bit more than they expect.

The point is being alive, being creative. Creating something new, something never seen before. Getting it out there. Of knowing of it being appreciated. It's never about the money.