
Understanding Punctuality

1. Consider this scenario: You call someone important in your life—your spouse, a parent, an in-law, or a close friend—and tell them that you have something very important that you need to discuss. You give that person no other details but ask them to meet you in exactly one hour at a location familiar to both of you.
2. Now imagine that you waited two hours before showing up.
3. What would be that person's reaction? How would that person feel about having to wait for you? What kind of an impact would it have on the person's mood and behavior?

This is an interaction with someone who matters in your life. Imagine how it would affect a customer who does not know you. Punctuality can go a long way toward keeping dialog pleasant between two parties.
