



## KEVIN LANE TURNER & TURNER LEADERSHIP STRATEGIES

*Sustainable change through Training-Over-Time.*



LEADERSHIP DEVELOPMENT | C-SUITE ADVISORY | TEAM PERFORMANCE TRAINING | TURNAROUNDS

### Summer 2016 Newsletter

#### In This Issue

- ❖ True Heroes
- ❖ Announcement: The New TLS Website
- ❖ Quote of the Day

#### What Others Say

##### Client Feedback

*Our firm builds enduring client relationships through the results we produce. Find out "how" from unsolicited feedback we've received.*

#### Contact Us

KevinTurner.com  
[tls@kevinturner.com](mailto:tls@kevinturner.com)  
(972) 233-9998

[Go to KevinTurner.com/Contact](#)  
and help us learn how we can serve you and your organization.

#### Our Office

16479 Dallas Pkwy, Ste. 730  
Addison, TX 75001

#### What Others Say:

*"This training got **everybody on a more positive note... It has given our team much better morale.** TLS gave me tools for approaching difficult situations more professionally than I have done in the past."*

SM, Big Four Accounting Firm

#### True Heroes, by Kevin Turner

The term "hero" is a funny thing. Often, the folks who see themselves as heroes really aren't and the ones who are true heroes feel very uncomfortable with the moniker. Many of our Police Officers are our heroes.

On July 7<sup>th</sup> five of Dallas' finest lost their lives in the line of duty. In the midst of all that chaos, as citizens fled the scene, many police officers ran *to* the commotion. That's what a police officer does and one such officer was Jeff Tooker. I have the very good fortune of knowing Jeff and count him as a friend.

There's a lot I don't know about that night in Dallas. But here are a few things Jeff told me shortly after the incident occurred. Here is his story:

Jeff drove his squad car *into* the commotion, unaware that the sniper was shooting at the very cross street where Jeff was driving. Once aware of the situation and with his car riddled with bullets, Jeff left his car in the middle of the street and ran for cover. At least one bullet hit the engine block, disabling the automobile and at least one other shot struck Jeff's driver's door. How Jeff was not hit, he does not know.

Jeff said the situation was hectic. You could hear gun fire, but with the sound of the gunfire ricocheting off the buildings, it took some time before anyone could locate the shooter. In the commotion, since Jeff is a Senior Officer with the Dallas Police Department (32 years), younger officers were asking, "What do we do?" Jeff said it was hard to tell anyone what to do because no one had ever trained for an exact moment like this. Before the past few years, who would have?

Jeff then told me about a circumstance with many of the fallen officers. Most of them *volunteered* to be downtown at the protest rally that evening. For most of the fallen officers, downtown Dallas was *not* their regular station. Many came from other stations within the Dallas Metro area.

Jeff recalled a story regarding one of the fallen officers, Officer Patrick Zamarripa.

As it turns out, earlier that day Patrick was checking on some of Dallas' homeless citizens (this is part of their job). One of the homeless came to Patrick and told him someone stole his bag of potato chips. This happens often within the homeless community. If you have anything of value (even a bag of potato chips) you most likely won't have it for long.

## Quote of the Day

*"A hero is no braver than an ordinary man, but he is brave five minutes longer"*

- Ralph Waldo Emerson

So, doing what Patrick and many police officers do, Patrick walked across the street to a store and bought the homeless man a bag of potato chips and a soda. This is common for officers and they do it with their own money; there is no "fund" to reimburse police officers for this kind of charity.

I had lunch with a friend shortly after the July 7<sup>th</sup> incident. My friend and I were discussing the shooting. I told him about Jeff's experience and the story the homeless man told Jeff about Officer Zamarripa just the day after the shooting. My friend then gave me a great idea. He said that for years, whenever he sees an officer or group of officers dining wherever he's dining, my friend will instruct his waitress to let him pay the officers' dining tab.

*That is something you and I can do.* And in light of all that the police do for us, it is the least we can do for them. I encourage you today, to do what my friend has been doing for years. If you and I need to sacrifice one or two expenditures each month just to be able to "pay them back," it is well worth it.

Share this story with your family and friends and let's do it together. Giving is a *whole lot* more fun than getting.

---

## The New TLS Website! Visit [KevinTurner.com](http://KevinTurner.com)

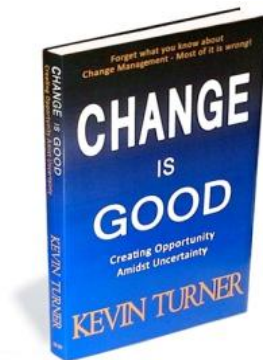
We are proud to announce our new TLS website. Our central purpose for this site is to add value to your organization. With that in mind, take advantage of the free resources we offer, including performance research, our TLS blog, case studies, TLS tools and more.

And if you have any questions, contact us directly at [KevinTurner.com/Contact](http://KevinTurner.com/Contact).

Send us an email and let us know what you think!

---

## Change is Good



*"Practical...easy to understand, not theoretical. [The] stepped approach...[is] a good process to stay focused and avoid distractions (or temptations) that divert one from the task at hand"*

- Mike Kotubey, President of TDIndustries, Inc.

Kevin Lane Turner's book ***Change is Good: Creating Opportunity Amidst Uncertainty***.

Learn about implementing sustainable change.

Order your copy today at [KevinTurner.com/Contact](http://KevinTurner.com/Contact).