

# The 2014 National Postal Forum

Information. Innovation. Inspiration.



## *Untold Tales*

**2014 National Postal Forum  
Washington DC**

**Dr. Sean Joyce  
President  
Omega Consultants to Management**



**Mark Fallon  
President & CEO  
The Berkshire Company**



## Tales to be Told

- "Remind me why I took this job" - Sean
- "How I got into the mailing business" – Mark
- "So, what year did you graduate from high school?" – Sean
- "How do I know you?" – Mark
- "Cowboy ethics" – Sean
- "When heroes are humans" – Mark
- "What we are now is what we were then" – Sean
- "The Letter" - Mark
- "Think like a genius" – Sean
- "No medals for most wins" - Mark

The Tale:  
Remind Me Why  
I Took This Job

The Moral of The Story:  
Taking risks is the first step.

The Tale:  
How I Got Started

The Moral of The Story:  
We often don't recognize the  
beginning until we're halfway  
through the story.

The Tale:

So, What Year Did You  
Graduate From High School?

The Moral of The Story:

Think about cross-generational  
communication.

The Tale:  
How Do I Know You?

The Moral of The Story:  
The impressions you make  
today may last a lifetime.

The Tale:  
Cowboy Ethics

The Moral of The Story:  
Ride out on the same horse you  
rode in on.

The Tale:  
When Heroes are Humans

The Moral of The Story:  
Look for heroes – even when  
they have flaws.

The Tale:  
What We Are Now  
is  
What We Were Then

The Moral of The Story:  
Life is learned.



The Tale:  
The Letter

The Moral of The Story:  
Knowing what motivates you will  
help you choose the right path.

The Tale:  
Think Like a Genius

The Moral of The Story:  
Everything I need to know I  
learned in kindergarten.

The Tale:  
No Medals for Most Wins

The Moral of The Story:  
Personal satisfaction is the  
greatest reward.

# Questions?

Mark Fallon  
The Berkshire Company  
[mmf@berkshire-company.com](mailto:mmf@berkshire-company.com)

[www.berkshire-company.com](http://www.berkshire-company.com)

[www.markfallon.com](http://www.markfallon.com)

