



Competing to Serve You Better

Winning Made Easy

Does it often feel like everything in life is a competition? Sometimes it's called "keeping up with the Jones" and we all know someone who makes everything a competition. But competition isn't always bad; it drives us to improve and perform better. Plus friendly competition not only encourages you, it does the same for others too.

The industries we work in are always changing. To maintain our competitive edge we need to do what it takes to stay on top and be the best. At Norco our goal is "Serving You Better" which applies every day to every patient and customer. So naturally, serving our customers better than the other guys becomes a competition. Luckily we see and hear about our wins every day from happy customers. While being the best comes with close calls and sometimes failure, our own sense of personal competition helps us stand tall ready to take the next day on head first.

Leaders and those we admire can use competition to encourage improvement. Positive competition is a great way to set short term goals or daily expectations for yourself or your team. Use it as a means of team building; while no one wants to see others fail we usually want to be first! Competition can bring out the best in you and others.

Let's start a friendly competition to make 2023 the best year ever by perfecting our goal of "Serving You Better." When we do that in every interaction with every patient and customer, winning is easy!

necc@norco-inc.com