

[View this in your browser.](#)

# The "Different Perspectives" Newsletter

It can be fun to step back and look at the world from a different angle. Here, we step back and look at commonly used words in business and life, ask a provocative question, and see what others are doing differently by applying a different lens on life. I hope you enjoy "Different Perspectives" and that you begin to step back when needed and observing what else is possible.

[Read on stevehompsoncoaching.com](http://stevehompsoncoaching.com)

June 3, 2025

---

## Word Choices

**Quality** /kwol-i-tee/, noun/adj. Def - high grade, superiority, excellence. A personality or character trait. Of or having superior quality. Producing or providing products or services of high merit.

If you want to find a word with a diverse and expansive options of definitions, this is a good one to look up. As a noun, there are 15 different definitions in Dictionary.com and as an adjective, there are 4 different definitions. There is a lot to consider and ponder here and one must start with what context this word is being used.

When someone says that they have the best quality of services, that assumes a comparison, most likely against a competitor's services. But, are the competition's services superior or excellent? Or are that person's services just a little bit better than the worst? We live in a comparison culture thanks to social media so I really feel this word needs some consideration as to what you are comparing the product or service to or you are likely to be sucked into a he said/she said issue.

Is quality, then, a matter of opinion and not a statement of fact? The first definition listed above is "high grade, superiority, excellence." That assumes that there are some

reliable and measurable standards against which the product or service is being compared against. Is "quality" measured in our minds or the minds of the customer? Who determines value when it comes to buying things like fruit, meat, houses, businesses, and other commodities?

The next time you come across this word, take a pause and the "quality" of the situation.

---

## Question of the Week

1. "What quality am I getting for the value I am paying for X?"
  2. "How do I measure the quality of my own products and services?"
- 

## Lessons from the Camino

As I trekked 500 miles across Spain last Summer, I can't say the food was of the greatest quality, and that was compared to my usual meals and restaurants in the US. However, it was necessary nourishment to fuel my journey and someone had spent time preparing those meals, so, to me, the quality was good.

To apply "quality" to the accommodations I stayed in really exercised the word and its definitions. Some places were amazing and more spa-like (yeah, I stayed in hotels the entire time and didn't schlep my backpack like a true pilgrim, but that is for another time), while others left a lot to be desired, like staying in a hotel in a truck stop next to a major highway. I could have certainly bitched and moaned about the less desirable places not matching up to the spa-like hotel, but hey, it was better than sleeping on the curb because the albergues were full. It is all a matter of comparison and expectations.

What I take home from that experience is the quality of whatever you are experiencing can be strongly influenced by your expectations going into it, but once you are in the moment with the product or service, the measure of quality is how much does it affect the overall experience. The truck stop hotel at first was like "what the hell?" but then when you look at it that it was a place to lay my head down for the night and it wasn't like I was going to spend my entire trip there, it was easier to accept it and to appreciate it for what it was worth.

## Book Recommendation

I am trying to reach deep into my library each month to offer some of my favorite reads that might relate to the topic of the "Perspectives". Here are some suggestions and my quick comments about them.

["Good to Great"](#), Jim Collins. What makes some companies amazing companies that don't seem to have the DNA or chance to be great? Jim Collins dives deep into looking at what makes some companies to be able to set them apart from the competition.

["The 5 Dysfunctions of a Team"](#), Patrick Lencioni. One of my favorite authors that can make a business concept digestible in a fable. Patrick looks at what makes a team work well together and where companies who are struggling can dive deeper to improve their quality.

["The 21 Indispensable Qualities of a Leader"](#), John Maxwell. This is not so much about good or bad but more the characteristics of great leaders. If you want to raise your game and become a better leader, read this book.



---

[Unsubscribe](#) | [Manage your subscription](#)  
Copyright 2024, Steve Thompson Coaching LLC

MailPoet