**Moving Lives Forward February 2025 - Career Well-Being**

***Introducing the Fred Factor - How passion in your work and life can turn the ordinary into the extraordinary***

Think back to a moment when you did more than what was expected at work without seeking any rewards. What motivated you, and how did it affect your view of your role and relationships at work? Or have you ever surprised someone – a customer or a fellow associate by doing more than expected? What was their reaction? How did it make you feel?

Fred demonstrates that finding meaning in even the most mundane tasks can transform how we view our responsibilities. Reflect on a job or a task you consider tedious. As you read the Fred Factor, reflect on how adopting Fred’s mindset may help you find deeper meaning in an activity you’re not naturally drawn to. In regard to this specific routine task, how is it ultimately helping to move a life forward when put into a bigger context?

With the increasing expectation for personalized customer experiences, how can you inspire your entire team to innovate in delivering “uncommon care”? What is one thing today that you can do to add value to a customer without spending money?

Inspired by the idea of doing one extraordinary thing a day, think about a small, achievable action you can take daily to positively affect those around you. It could be as simple as sharing a genuine compliment, offering help without being asked, or bringing a positive energy to your department. What’s one thing you’re excited to start doing today?

Is there someone in your department or in your dealership who seems disconnected from the team or our CMA mission? Don’t worry – we won’t ask you to disclose a name ☺ what is one thing you can do today to create a connection with this fellow associate? Is there someone on your team who has the potential to be a Fred who has not yet tapped into their potential?