

"Crayola® Crayons" - A sample from *Once Told, They're Gold*

This story begins with your first visit to Armstrong International, Inc., Michigan. As you walk through the double doors and enter the lobby, you approach the reception desk. "Would you please sign in?" asks the receptionist. Looking down, you find the register, but can't find a pen.

"Could I have a pen, please?"

"Isn't there one there?"

"No, I don't see one."

The receptionist looks up. "It's right there," as she points to a Crayola Crayon.

"You're not serious? You don't really ex-

pect me to sign in with a crayon, do you?"

She smiles. You pick up the red Crayola Crayon and begin to write. "I can't write with this. It's not sharp."



"There's a crayon sharpener by the register."

"So there is," you reply. "When I was a child, I had a whole box full of Crayola Crayons. Red was never my favorite color. I wish you had

another color."

The receptionist reaches into her desk and pulls out a large box of Crayola Crayons. "Here you go. I think this box covers just about any color you can imagine."

"Wow. You people have thought of everything!" You grab a blue crayon and write your name in the register. After finishing you ask, "Why do you make your visitors use crayons?"

"Let me tell you why David Armstrong has visitors using crayons ..."

(Crayola is a registered trademark of Binney & Smith.)

Don't take yourself too seriously -- have fun,

The Moral Of This Story

Crayola Crayons set the mood. Imagine yourself as this visitor. The first impression you have of Armstrong is that we are alive - not boring. We have spirit. We are a fun place to work. We are creative. Anything is possible.

Crayola Crayons allow Armstrong to use the five senses to create the mood. The sense of touch. A Crayola Crayon simply feels different than a pen. It writes differently. The smell of a crayon is different than ink. Don't believe me? Open a box and take a sniff. Crayons and pens surely look different, hence we use the sense of sight. Have you ever heard the sound of a pen writing on a register? It sounds different than a crayon, doesn't it? And finally, (using my childhood memories) I believe a crayon tastes different than ink. All right, so I tasted one as I wrote this story. All of your senses say WOW. I must have just walked into the world of Armstrong International. They are unique!



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**The
Moral Of
This
Story**

Does anybody really review a register? Maybe you use the names to send Christmas cards. I'm sure salespeople look to see if their competition has visited Armstrong. I can't think of any other good reasons to use the register except to know who has checked in and checked out of the factory, and I doubt we do that. So who cares if we can't read your name or your address clearly because you wrote with a crayon? I'm more interested in creating the atmosphere, creating a state of mind, marking Armstrong's turf, and preparing you for our culture before you talk with our Armstrongs.

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