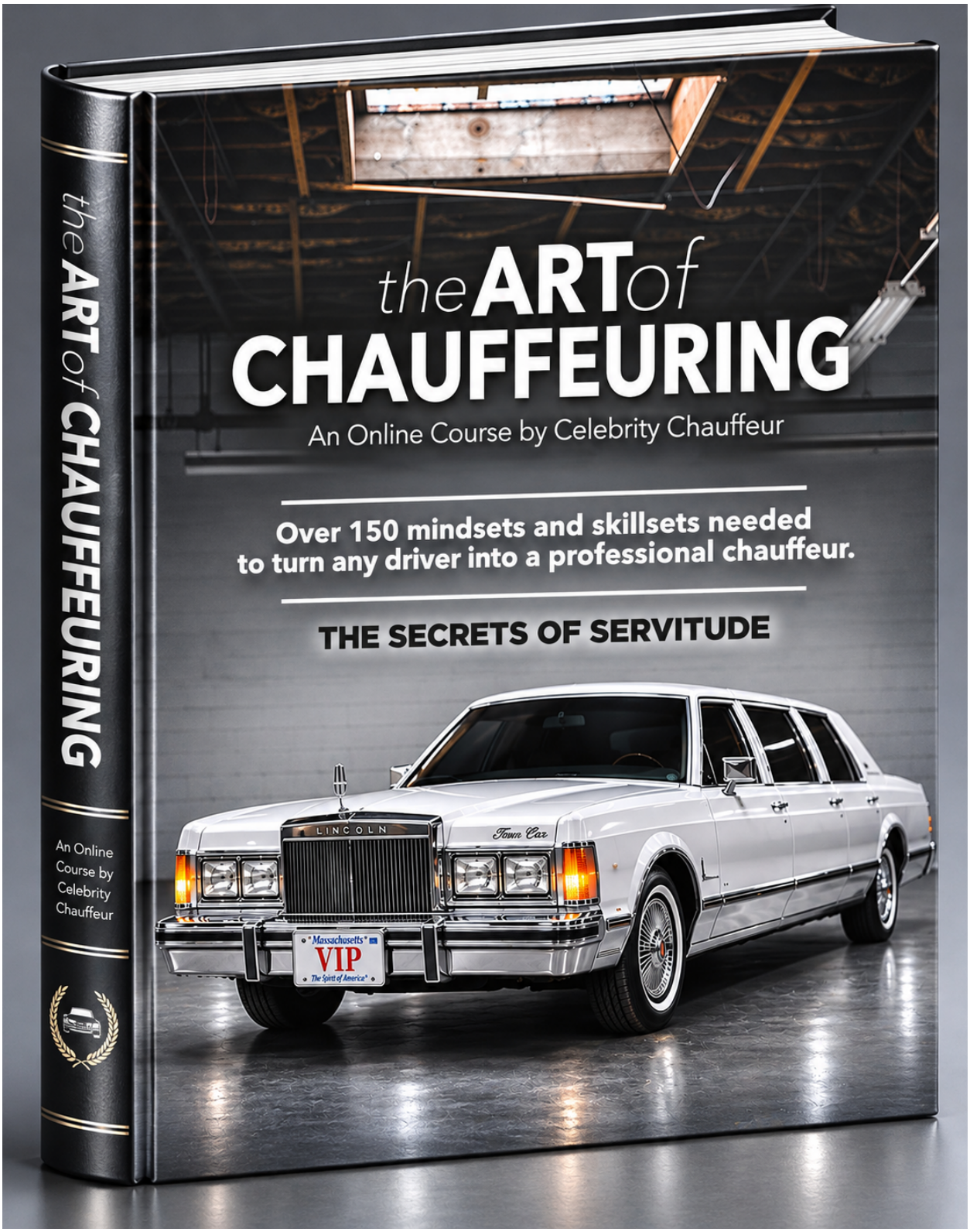

the ART of CHAUFFEURING
An Online Course by Celebrity Chauffeur
Over 150 mindsets and skillsets needed to turn any driver into a professional chauffeur.
THE SECRETS OF SERVITUDE
LINCOLN
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the ART of CHAUFFEURING
An Online Course by Celebrity Chauffeur

The Art of Chauffeuring

Part 1

The Mindset of a Servant

THE SECRET TO OUR SUCCESS



My name is Brandon Braddock, and I am the founder of Celebrity Chauffeur and the Art of Chauffeuring. I am also the CEO of the Celebrity Group Companies with my partner Jonathan Coombs. Together, we have been leading the Chauffeur Transportation Industry since 1999. Today we buy and sell limousines for a living. We build them, design them, rent them, teach people how to professionally driver them and we teach transportation companies how to stay in Safety Compliance with the FMCSA and the USDOT.

We have got to where we are today through hard work. We create, innovate, duplicate and take pride in flourishing in this industry. But we credit our success to the fact that we SERVE our customers. We don't decide when and where we SERVE our clients. Since the day we opened, we have never shut down for even 1 minute. The keyword is SERVE. We don't feel like people take advantage of us because we SERVE them. We don't feel belittled. We don't feel taken advantage of. We don't feel used or not valued. Instead, it is the opposite. We feel empowered. We believe that SERVING someone is an honorable thing. It is a major key to our success. We have studied this mindset in great depth, and we believe our success can be measured because we enjoy SERVING our clients. It is who we are, and we are honored to share these secrets with you.

Our hope is to improve the Chauffeur Transportation Industry across America by teaching the lost *Art of Chauffeuring*.

WHAT IS A MINDSET?

A mindset is the way you think about yourself, other people, and situations. It includes your beliefs, attitudes, and expectations, and it can influence how you respond to challenges.

For example:

Growth mindset: “I’m not good at this yet, but I can improve with practice.”

Fixed mindset: “I’m just not good at this, and I probably never will be.”

In simple terms, your mindset is the mental perspective you use to interpret and deal with life.

In the *Art of Chauffeur*ing, we will be focusing on the MINDSET of a servant.

WHAT IS A SKILLSET?

A skillset is the collection of practical abilities a person has learned so they can perform well.

MINDSET = HOW A CHAUFFEUR THINKS
SKILLSET = WHAT A CHAUFFEUR DOES

The mindset comes first. In the Art of Chauffeuring, we first teach chauffeurs that the secret to their success is the mindset of a servant. Serving a client is not beneath them. It is an honorable thing.

Then we teach them the skillsets needed to reach excellence. Think of it like the MINDSET is the why. The skillset is the who, when, what, how and where.

SKILLSET - DEFINED

“A chauffeur’s skillset is the collection of learned abilities that allows him to turn a servant’s mindset into excellent service.”

COMPARISON

“Mindset is the desire to serve. Skillset is knowing how to serve.”

THE MINDSET OF A SERVANT

A servant's mindset begins with a simple belief: I am here to serve my client, my boss, and my company. I was hired to serve them. Serving does not make me a slave; it makes me honorable because I choose to put the needs of others before my own. I understand that great service requires humility, intelligence, discipline, structure, thoughtfulness and respect. I do not ask, *"What is required of me?"* I ask, *"What more can I do?"* I take pride in being dependable, prepared, and willing to go beyond what is expected. Serving is not beneath me—it is the standard I have chosen for myself the day I was hired.

A chauffeur who believes he is a servant, acts like a servant, based upon his mindset. A chauffeur with the right mindset can be taught the skills. A chauffeur with excellent skills but the wrong mindset will still deliver poor service. In this course, we will teach mindsets and why they exist. We will then breakdown the behaviors that flow from them.

"Serving is not beneath me. It is the standard I have chosen for myself."

CELEBRITY CHAUFFEUR

TODAY'S CHAUFFEUR

Sadly, the word chauffeur has lost its meaning. Today there are thousands of chauffeurs who are nothing more than Uber drivers in a wrinkled suit and old dress shoes. I wish I was kidding. I honestly do, but I am not. When we go to a prom or a concert, often we park in lots with 50-100 other limousines. One time at Gillette Stadium, I counted 12 rows of 30 limousines and/or buses. In that lot, I was able to critique 360 chauffeurs. Over 90% just looked like bums. I'm not going to sugar coat it. This is why I created this school. They ought to look in the mirror and be embarrassed. Here is my thought. If they look like a bum, how do you think they drive, talk, act, carry themselves and perform their job?

A SERVANT

In the 21st century, if a chauffeur was called a servant, he/she would be highly insulted. What once was honorable is now considered an insult and degrading. Today culture teaches everyone to find a job "they" love. Today employees think "they" should be served. Today chauffeurs think chauffeuring is all about "them" driving a hot car! They think chauffeuring is just a better way to show people how cool "they" are. They want to show everyone the fake rich lifestyle "they" live.

In the Chauffeur Blue Book of 1906, a chauffeur was a servant. It wasn't a philosophy or a theology. He really was a servant of a wealthy man or woman. He didn't think it was an honor to drive his master's car. It was an honor to be the man or woman picked to serve so closely to the master and to serve him. The driving of the car was awesome and fun, but he was entrusted to serve his master, or the master's guest.

A servant doesn't always get hired with a long list of skillsets. But through time he will never stop improving. Ever. He will simply get wiser through time because his growth mindset is one that always seeks the benefit of others.

THE **BIBLICAL** MINDEST OF A SERVANT

As an entrepreneur since 1992, I follow many principles, authors and teachers. I follow the teachings of other entrepreneurs, philosophers, strategist, innovators, world leaders and freethinkers who create positive change.

One book I follow diligently is the virtues, and values taught in scripture. The Bible is recognized as the best-selling book of all time. The Bible is the best-selling and most widely distributed book in human history, with an estimated 5–7 billion copies. The Guiness Book of World Records claims that 80 million Bibles are printed a year. Why? Because it teaches the secret to eternal life? Yes, but it also teaches the secrets to living and flourishing on this earth in this present life now.

Being a servant is not just choosing to be last; it is desiring to be last. In the Bible, the twelve disciples learned this lesson when the mother of James and John made an unthinkable request of Jesus. Her sons were already close followers of Jesus, but she wanted them to be even closer. Read her request to Jesus carefully: "In your Kingdom, please let my two sons sit in places of honor next to you, one on your right and the other on your left" (Matthew 20:21).

The seats next to a king are not only seats of honor but also seats of power. The mother of James and John made a totally unreasonable request. And when the other disciples heard about it, they were not happy: "When the ten other disciples heard what James and John had asked, they were indignant" (Matthew 20:24).

Jesus then called together all the disciples and explained what they were missing: "You know that the rulers in this world lord it over their people, and officials flaunt their authority over those under them" (Matthew 20:25).

"But among you it will be different. Whoever wants to be the greatest among you must be your servant, and whoever wants to be first among you must become your servant. For even the Son of Man came not to be served but to serve others and to give his life as a ransom for many" (Matthew 20:26-28).

In John 13, Jesus does something that astounds his disciples. He wraps a towel around his waist, pours water into a basin, and begins washing the disciples' feet one by one. Peter objects: "Lord, are you going to wash my feet?" (John 13:6).

Jesus calmly responds, "You don't understand now what I am doing, but someday you will" (John 13:7).

When Peter still objects, Jesus does let him keep express his world view. Instead he replies, "Unless I wash you, you won't belong to me" (John 13:8).

Foot washing was dirty work, usually delegated to a house servant. Most people wore sandals on their feet, which provided some protection but didn't keep their feet from getting dirty on dusty roads and paths. It was the lowliest of tasks. But it was an example of what it meant that the greatest among them would be the servant.

Then Christ shows them by example. After Jesus washed the disciples' feet, he said, "Since I, your Lord and Teacher, have washed your feet, you ought to wash each other's feet" (John 13:14).

THE GREATEST OF ALL

For you atheist out there, or non-religious people, I can name you at least 100 other religions, cultures or honorable positions that reflect a SERVANT MINDSET celebrates selfless service, humility, hospitality, generosity, putting others before oneself, and giving without expecting a reward.

Here are just 33:

1. Military Service Members
2. Teachers
3. Missionaries
4. Firefighters
5. Police Officers
6. Paramedic / EMTs
7. Caregivers
8. Pastor / Clergy Members
9. Mayors
10. Governors
11. Public Servants / Civil Servants
12. Coaches
13. Mentors
14. Social Workers
15. Counselors
16. Volunteers
17. Foster Parents
18. Chaplains
19. Nonprofit Workers
20. Youth Leaders
21. Community Organizers
22. Parents
23. Members of Judaism
24. Members of Islam
25. Members of Hinduism
26. Members of Buddhism
27. Members of Taoism
28. Members of Confucianism
29. Members of Unitarian Universalism
30. Members of Rastafarianism
31. Members of Native American Spiritual Religions
32. Zen Buddhist
33. Pure Land Buddhist

GREATNESS

THE SERVANT IS THE GREATEST

To be a servant is not to be inferior. The servant possesses something to give. He gives his time. He gives his attention. He gives his skill. He gives his protection. He gives his hospitality. He gives his wisdom. He gives his guidance. He anticipates everything and solves problems before they happen. He keeps everyone safe. Across religions, cultures and civilizations, SERVITUDE has been regarded as a mark of great character, humility and honor. A chauffeur does not become smaller by serving another person. He demonstrates his greatness through his ability to place another person's needs before his own. He helps others and puts them first. And it is a rare quality these days.

GREATNESS CAN BE TAUGHT

Anyone can drive a car, provide a service and generate wealth. Uber does it and their formula produced 52 billion in 2025. But turning a driver into a chauffeur, who loves TO SERVE the company and the client, takes discipline, character, humility, a unique skillset and a specific mindset to provide it. In the section below we are going to teach you this specific mindset to be great! Why? Because greatness can be taught.

*A skillset teaches a chauffeur what to do. A **mindset** determines what he will do when nobody is telling him what to do.*

CELEBRITY CHAUFFEUR

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MINDSET #1

A CHAUFFEUR IS A SERVANT

MINDEST PRINCIPLE

A servant knows he was hired to serve his boss, the company and the client.

A servant knows his IDENTITY to perform his job.

A servant cares about SAFETY, so he puts most of his attention on SAFETY.

A servant likes to spend his time LEARNING to be better at his job.

He GATHERS all the items needed to perform his job.

A SERVANT MINDED CHAUFFEUR

I was hired to SERVE my client and the company

I knew my identity, so I acted out my identity as a SERVANT

I SERVE my client and company by putting my attention on SAFETY

I spend time learning about safety so I can be a better SERVANT.

I bought the item I needed to perform my job.

MINDSET #2

SERVING IS HONORABLE

MINDEST PRINCIPLES

Serving another person is not beneath me. Excellent service demonstrates character, discipline, and professionalism.

SKILLSETS NEEDED

Through time, you will need to develop many skillsets for your performance to demonstrate character, discipline and professionalism.

SKILLSETS EXPLAINED

One day I was standing at Logan Airport. It was ice cold out. Raining. The wind was blowing. I stood outside my car. I held my airport sign with my client's last name. Out of 15 black cars I was the only driver who stood outside that night. Was I freezing? No. I was wearing 2 pairs of long johns, and I had 2 scarves wrapped around my neck. I was disciplined. I prepared myself to serve my client. I learned to dress warm so I could serve my client. While I stood there, I watched at least 15 other customers walk car to car tapping on the windows asking the drivers if they were their chauffeur.

THE DRIVER MINDSET

It is zero degrees out. Negative 15 with the windchill. I don't get paid enough to stand outside.

THE SERVANT-MINDSED CHAUFFEUR

1. I am a man or woman of character and do my job well.
2. I exercise discipline in my actions.
3. I am a professional chauffeur.
4. I will prepare for the freezing weather and dress warm.
5. It is an honor to serve my client.

THE SECRET

Character is not something you are born with. It is something you develop. It is built one decision at a time, through discipline, integrity, humility, and the choices you make when no one is watching. It is then revealed how you treat people. A chauffeur who has an honorable mindset does what is right even when it is inconvenient.

MINDSET #3

MY CONVENIENCE IS SECONDARY

MINDEST PRINCIPLE

During the assignment, my convenience is secondary to the client's legitimate needs.

EXAMPLE

Your clients are tailgating for 10 hours at Gillette. You arrive the stadium at 9am. The game ends at 4pm. When the client comes back to the limo after the game, you know they are going to want to start cooking again. What do you do? You reclean the tailgating area. Restart the char broiler and have the place prepared for a cook-out.

THE DRIVER MINDSET

I am not a cook. I am going to creep peoples Facebook while the clients are in the game.

THE SERVANT MINDSET

I know my clients will be hungry, so I am going to have food ready for them upon arrival.

DRIVERS TODAY

Drivers today want the whole day to be just perfect for them. They think every trip is about them and therefore always expect convenience.

A CHAUFFEUR

A chauffeur wants the whole entire trip to be 100% perfect for the client. The last thought in their mind is their own convenience.

MINDSET #4

A SERVANT ANTICIPATES EVERYTHING

MINDEST PRINCIPLE

A servant-minded chauffeur does not wait to be told what to do. He thinks ahead: *What might my passenger need next?*

EXPLAINED

He opens the door before they reach it. He has the vehicle ready before they ask. He knows the next destination route before they leave the current one. He plans a restroom stop halfway on a one-hour trip. He doesn't wait for the client to have an emergency while stuck in traffic. He shows how to operate a Smart Tv before departure. He doesn't wait for the client to ask when he is driving on the highway. He notices a need before it becomes a request. He is always thinking *What might my passenger need next?*

AVERAGE SERVICE

Waits to be asked then reacts.

EXCEPTIONAL SERVICE

Anticipates what's next and provides the service before asked.

EXAMPLE

Your clients fill the limo coolers with beer and ice before heading to the TD Bank Garden. They go into the Celtics Game. They come out at 10:30pm. They get back into the limo.

THE DRIVER MINDSET

I am going to let them know I am sitting in my car parked next to the 7 Eleven.

THE SERVANT MINDSET

I am going to go buy some ice so when they get into the limo, so their beers are ice cold. I will then let them know when they come out the North Entrance, I am the very first limo. I now need to hurry so I am standing outside at attention when they see me in the distance. A servant-minded chauffeur anticipates everything.

MINDSET #5

PREPARATION IS A PART OF SERVICE

MINDEST PRINCIPLE

A servant-minded chauffeur knows that great service begins long before the client gets into the vehicle. He knows that preparation is a part of serving. He prepares properly so the client never has to experience his problems. He knows poor preparation becomes the client's inconvenience. Great preparation becomes the client's peace of mind.

HE THINKS

I prepare before the client ever sees me. Routes, traffic, vehicle condition, weather, limousine ambiance, and special instructions are always prepared for in advance.

TRIP EXAMPLE

8-20-25, Saturday
5pm, Providence - Gillette Stadium
Wait Return, 7 Hours, Bus 6
Taylor Swift Concert

THE DRIVER MINDSET

This will be fun. I will probably be chauffeuring a lot of beautiful women! I can't wait to go to work. I hope I get a phone #. Wow! I love my job!!!

THE SERVANT MINDSET

I want to put a good Taylor Swift Concert on the 55" Tv in the bus. Let me spend Friday night figuring out which one is the best.

I'm also going to arrive the lot an hour early to make sure I know how to operate the buses tv.

I'm going to research the parking at Gillette and offer the client an alternative lot just in case they do not want to pay $200 for parking. Let me call a few drivers to figure that out.

It will probably be a good idea to share my location with my client tomorrow night too. Let me figure out how to do that.

I am going to check the weather…

MINDSET #6

ARRIVING ON TIME IS CRITICAL

MINDEST PRINCIPLES

Position yourself early so unexpected problems do not become the client's problem.

A servant values his client's time over their own time.

If you want to be successful you must be a gatekeeper of time.

SKILLSETS NEEDED

Perfect Time Management, Preparation & Planning

SKILLSETS EXPLAINED

A servant must pre-plan his time, so he is always positioned where he needs to be. Timeliness is critical. As a servant, he checks the weather, the traffic, special events in the area, his route and the pick-up location. He doesn't irresponsibly HOPE he will arrive on time.

SHORT EXAMPLE

A chauffeur is told to be in Newport for a wedding at 12:45pm. He then MAKES A PLAN to be in Newport minimum 60-90 minutes early.

THE DRIVER MINDSET

"I've been sitting here for an hour doing nothing." For a driver, he is concerned with getting paid for his time. He will arrive 60 minutes early only if he is getting paid to be an hour early.

THE SERVANT MINDSET

"I offer responsibility and readiness, and I am honored to provide my availability to my client. Today is about them.

THE SECRET

A chauffeur with a servant mindset is FREE to arrive in Newport 90 minutes early. For him, he is not a prisoner of time. He is FREE to enjoy the Newport breeze while he is relaxing in Newport enjoying a morning coffee. He is honored to be a part of someone's day who just spent $100,000.00 on a Wedding. He doesn't just want to be their best servant that day, but he wants all their family and friends for the next several decades.

MINDSET #7

THE CLIENT SHOULD BE TROUBLE FREE

MINDEST PRINCIPLE

Traffic, fatigue, parking difficulties, personal problems, or a bad day should not become the passenger's burden. He thinks about absorbing problems rather than passing them on. He knows that solving problems quietly is his job. Therefore, he removes obstacles before they become inconveniences.

EXAMPLE

I will be chauffeuring in downtown Manhattan tomorrow on a 14-hour shift.

THE DRIVER

I'm going to bring a red bull. I love New York. Can't wait to get a lot of photos to show people I am a NY City Chauffeur.

THE SERVANT-MINDED CHAUFFEUR

Tomorrow will be the perfect day for me to show my clients that when I drive a 55-passenger motor coach or a party bus, in downtown Manhattan. I drive with the same smoothness as if I am driving on the backroads of New Hampshire. My clients will not feel me hit the brake even once during this trip. They will never feel me slow down or accelerate. I carry this responsibility so the client an enjoy the experience.

MINDSET #8

NOTICE THE SMALL THINGS

MINDEST PRINCIPLE

Great service is often found in the smallest details.

THE SERVANT-MINDED CHAUFFEUR

A servant-minded chauffeur pays attention to the thing's others overlook.

EXAMPLES

Is the temperature comfortable? Is the music too loud? Are there fingerprints on the window? Is the seat positioned properly? Does the client look like they need help before they have to ask? Do they need help with a bag? Is their a piece of trash in the limo? Do they need privacy?

A DRIVER

The ordinary driver notices the obvious.

A CHAUFFEUR

The exceptional chauffeur notices the small things.

SMALL DETAILS COMMUNICATE A MESSAGE

Small details may seem insignificant, but when you consistently notice them, they communicate something powerful to your client:

"You are important to me, and I am paying attention."

SKILLSET

Pay attention. The little things are the big things.

MINDSET #9

PLANNING IS KEY

PLANNING VS PREPARATION

Planning decides what should happen.

Preparation makes sure your ready when it does.

MINDEST PRINCIPLE

Their time is valuable. I don't waste it through poor planning.

EXAMPLE

A driver recently drove a client from point A to point B. The trip should have taken 30 minutes. But somehow the drivers GPS was set to 'avoid tolls' and not 'fastest route'. The GPS took the driver the long way and the trip took 75 minutes. The client had limited time to spend at stop 1 so the error took time away from their experience. Because the driver never planned or familiarized themselves with the proper route, they had no idea that it was wrong to take a route that was 45 minutes longer. That is called poor planning and it is not acceptable. They waisted the clients time because their time was not valuable to them. That is the evidence of a self-centered chauffeur.

FROM A CEO POINT OF VIEW

The wrong GPS setting is not what bothered me. What bothered me is that the last thing on the driver's mind was serving the client. They did not pay attention to the pre-trip planning because the client was not important to them. For that reason, I told my assistant to place an ad to replace the driver.

A DRIVER

Drivers his trip

A SERVANT-MINDED CHAUFFEUR

Plans his trip before the trip. Then prepares. He does not leave his client's experience to chance. He thinks ahead. He plans properly so everything goes by effortless.

THE ALGORITHIM

Plan. Prepare. Anticipate. Execute.

MINDSET #10

PROTECT THE CLIENT'S PRIVACY

MINDEST PRINCIPLE

What I hear and observe in the vehicle is treated with discretion.

CHAUFFEUR PRIVILEDGE

Chauffeurs are often trusted with access that most people never receive.

CODE OF CONDUCT

A chauffeur will often see and hear things that were never intended for anyone else.

You may hear private conversations, see confidential documents, learn where a client lives, discover who they are meeting, or witness personal moments. None of it is yours to share.

A servant understands that access is a privilege, not permission.

Never gossip about a client. Never post their location on social media. Never take photographs without permission. Never discuss who was in your vehicle or what happened during the trip.

What happens in the vehicle stays in the vehicle.

Your client should feel just as comfortable having a private conversation in your vehicle as they would in their own home.

THE DRIVER MINDSET

I am going to ask this Celebrity for a signature!

THE SERVANT-MINDED CHAUFFEUR

A professional chauffeur has uses discretion when he hears something. He has the character to keep it to himself. He doesn't just protect the client's safety. He protects their privacy, reputation, and trust.

MINDSET #11

HONOR EVERY PASSENGER

MINDEST PRINCIPLE

Wealth, fame, occupation, appearance, race, age, or status does not determine the quality of service I provide. Every passenger deserves to be treated with dignity, respect and importance. Every person who enters the vehicle becomes an honored guest.

A DRIVER

A driver decide how well they will serve someone based on their wealth, position, appearance, attitude, or the size of their gratuity.

A SERVANT-MINDED CHAUFFEUR

His standard of service should come from who he is, not from who is sitting in the back seat. He treats the CEO and the assistant with the same respect. He treats the celebrity and the unknown passenger with the same attention. He treats the generous client and the difficult client with the same professionalism.

THE WHY BEHIND THE WHO

Excellence is not determined by who you serve. Excellence is determined by how you serve. You don't honor passengers because of their status.

SHOWING HONOR IS EXCELLENCE

You honor them because excellence is your standard.

MINDSET #12

NEVER MAKE THE CLIENT ASK TWICE

MINDEST PRINCIPLE

When a client asks for something, listen carefully and take ownership of it the first time.

CHAUFFEUR PRIVILEDGE

A chauffeur should never need to be repeatedly reminded. Whether the client asks you to adjust the temperature, make a stop, lower the music, retrieve their luggage, or remember a special request - once they have told you, it becomes your responsibility.

EXAMPLE

For example, your client tells you, “When you pick me up after dinner, please have the vehicle pulled around to the side entrance.” Two hours later, the client should not have to call you and explain it again. You should already be at the side entrance, vehicle positioned properly, climate set, headlights on, and ready to open the door the moment they walk outside.

A DRIVER

A driver has to be asked twice because he wasn’t listening the first time.

A SERVANT-MINDED CHAUFFEUR

When a reasonable request is made, I listen carefully, remember it, and follow through.

KEYS TO SUCCESS

1. Pay attention. Remember the request. Follow through.
2. Whenever possible, anticipate what they will need next.
3. The client should never have to manage the chauffeur. The chauffeur should be managing the service.
4. Great service makes things feel effortless for the client.
5. Listen. Remember. Execute.

MINDSET #13

LISTEN MORE THAN YOU SPEAK

MINDEST PRINCIPLE

A professional chauffeur understands that conversation should be driven primarily by the passenger's comfort, not the chauffeur's desire to talk.

WHEN SPEAKING

Be friendly, warm, and professional, but never feel the need to fill every moment of silence with conversation. Some clients want to talk. Others want to work, make phone calls, think, or simply enjoy a quiet ride.

READ THE PASSENGER

If the client begins a conversation, engage respectfully. If their answers become short, they begin checking their phone, open their laptop, or become quiet, recognize the signal and give them their space.

A DRIVER

Drinks a large coffee and likes to hear himself talk.

A SERVANT-MINDED CHAUFFEUR

Knows the ride belongs to the client. He knows when to be silent.

3 GOVERNING RULES

1. Listen more than you speak.
2. Observe more than you announce.
3. Let the client set the tone for the ride.

MINDSET #14

TAKE OWNERSHIP

MINDEST PRINCIPLE

Take responsibility for the entire experience, not just the driving.

ASK THE RIGHT QUESTION

Instead of saying, “That’s not my fault,” I ask, “What can I do to help solve this?”

SOLVE THE PROBLEM

When something goes wrong, don't make excuses, blame dispatch, blame traffic, blame another chauffeur, or tell the client, “That's not my job.” Once the problem reaches you, take ownership of helping solve it.

EXAMPLE

You arrive at a hotel to pick up your client and discover that the main entrance is closed because of construction. Don't call the client and say, “They won't let me in. You'll have to figure out where to meet me.” Find the alternate entrance, speak with the doorman, determine the best pickup location, position the vehicle, and then contact the client with a solution:

“Mr. Smith, the main entrance is temporarily closed. I'm positioned at the east entrance and will be waiting outside the vehicle for you.”

CLIENTS NEED SOLUTIONS

The client doesn't need your problems. The client needs your solutions.

A DRIVER

Passes the problem

A SERVANT-MINDED CHAUFFEUR

Owns the solution

MINDSET #15

DO THE UNSEEN WORK

MINDEST PRINCIPLE

True service includes things nobody applauds, like cleaning, checking, preparing, waiting, inspecting, and double-checking.

THE BEST CHAUFFEURS

Do much of their work when nobody is watching.

GREAT SERVICE

Great service begins long before the client enters the vehicle. Check the route. Study the destination. Check traffic and construction. Fuel the vehicle. Clean the glass. Straighten the seat belts. Set the temperature. Confirm the pickup location. Know where you are going before you ever put the vehicle in drive.

EXAMPLE

Your client has a 6:00 AM airport pickup. They may never know that you woke up early, checked their flight status, reviewed the traffic, inspected the vehicle, cleaned a fingerprint from the rear window, and arrived in the area well before the scheduled pickup. All they know is that at 6:00 AM, you are standing beside a spotless vehicle ready to serve them. That's the point.

THE DRIVER

Looks for recognition for everything he does. He performs best when people are watching.

THE SERVANT-MINDED CHAUFFEUR

Makes the visible service look effortless because he plans and prepares when nobody is watching.

MINDSET #16

EXCELLENCE WHEN NOBODY IS WATCHING

MINDEST PRINCIPLE

My standard of EXCELLENCE does not change because the client cannot see what I am doing.

BE EXCELLENT BECAUSE IT'S WHO YOU ARE

True excellence is not what you do when the client, boss, or dispatcher is watching. It is what you do when nobody is watching.

A servant-minded chauffeur doesn't need supervision to maintain a high standard. Your character becomes your supervisor.

GOOD DRIVERS

Good drivers know that every vehicle has a tracking device in it. They never speed. The GPS devices prove it.

EXCELLENT DRIVERS

Excellent drivers respect the vehicle, the mechanic team, the boss, the law and public safety. Therefore, they don't speed even when there is no GPS tracking device in their vehicle.

EXCELLENCE CAN BE TRACKED

When someone is excellent at what they do it is because their excellence can be seen and evaluated over time. Nobody ever brags about the NFL player who did a good job on just 1 game. If you are an excellent chauffeur than people talk about how good you are over "time". If you are a new chauffeur your short-term goal is to do an excellent job on your next job. But a good long-term goal for you is to become an excellent chauffeur.

EXCELLENCE IS A STANDARD

Excellence isn't something you perform when someone is watching. It's a standard you live by.

A SERVANT-MINDED CHAUFFEUR

Does it the right way when nobody is watching and never has to worry when somebody is.

MINDSET #17

HUMILITY WITHOUT WEAKNESS

MINDEST PRINCIPLE

A chauffeur can be confident, dignified, and professional while remaining humble and service oriented.

HUMILITY

Humility does not mean thinking less of yourself. It means being secure enough in who you are that you are willing to serve someone else.

SERVICE IS NOT WEAKNESS

A servant-minded chauffeur can carry luggage, open doors, clean a spill, or stand patiently in the rain without feeling beneath anyone. Service is not weakness. It takes strength to put another person's needs ahead of your own pride.

EXAMPLE

A client arrives with several heavy bags. The chauffeur doesn't remain behind the wheel thinking, “That's not my job.” He immediately steps out, greets the client, takes the luggage, loads it carefully, opens the passenger door, and makes sure everyone is comfortable before returning to the driver's seat. He doesn't do it because he is beneath the client.

He does it because he has chosen to serve the client.

BEING HUMBLE WITH BOUNDARIES

At the same time, humility does not mean allowing unsafe, illegal, or disrespectful behavior. A professional chauffeur can be gracious while still maintaining appropriate boundaries and protecting the safety of everyone in the vehicle.

A SERVANT-MINDED CHAUFFEUR

1. Humble enough to serve
2. Confident enough to lead
3. Strong enough to do both.

MINDSET #18

NEVER LET EGO ENTER THE VEHICLE

MINDSET PRINICPLE

Correction, unusual requests, difficult personalities, or lack of recognition should not cause me to abandon professionalism.

GREAT CHAUFFEUR

A great chauffeur leaves their ego outside the vehicle.

THE JOB IS ABOUT THEM

This job is not about proving how important you are, how much you know, or who you have driven before. It is about serving the person sitting behind you.

EXAMPLE

A client gives you directions even though you already know exactly where you are going. Don't argue, correct them unnecessarily, or respond with, “I know.” Simply listen, acknowledge the request, and follow their preference when it is safe and appropriate.

A DRIVER

Needs to win every conversation. Needs to have the last word. Needs recognition for everything he does.

A SERVANT-MINDED CHAUFFEUR

Let the client be right. Sometimes he remains quiet. Sometimes he accepts correction without becoming defensive. His knowledge gives him confidence. His humility gives him professionalism.

SERVING IS THE END GOAL

The moment your ego becomes more important than the client's experience, you have stopped serving.

CHOOSE PROFESSIONALISM

Leave your ego at the door. Bring your professionalism into the vehicle.

MINDSET #19

THE PASSENGER SHOULD FEEL SAFE IN MY CARE

MINDSET PRINICPLE

A chauffeur is entrusted with something more valuable than the vehicle. He is entrusted with the safety and well-being of another person.

THEY SHOULD FEE SAFE

From the moment the passenger enters your vehicle until the moment they reach their destination; they should feel that they are in capable hands.

EXAMPLE

Heavy rain begins during an airport transfer. Traffic is moving at 70 miles per hour, but visibility is becoming poor. A servant-minded chauffeur does not maintain speed just to stay on schedule. You slow down, increase your following distance, remain calm, and drive according to the conditions.

A DRIVER

A driver is always rushing, distracted, angry at another driver, and takes unnecessary risks.

A CHAUFFEUR

A servant-minded chauffeur drivers smooth and never lets the client feel acceleration. He practices smooth braking. He always exercises safe distancing. His two hands are always ready to control the vehicle. His complete attention when chauffeuring is on the road.

A GREAT CHAUFFEUR

A great chauffeur doesn't simply transport passengers. A great chauffeur makes passengers feel safe.

HIS GREATEST MINDSET

You are safe in my care.

MINDSET #20

THINK ONE STEP AHEAD

MINDSET PRINICPLE

A great chauffeur does not simply react to what is happening. A great chauffeur is constantly thinking about what is going to happen next.

Where should I position the vehicle? Which door will they exit? Where is the luggage going? What happens after this stop? Will they need an umbrella? Is traffic building ahead? Where is the next restroom? Is there construction near the destination? Will I have enough fuel for the next trip?

EXAMPLE

You are taking a client to a sold-out concert. Instead of simply following the GPS until you reach the venue, you are already thinking about the pickup after the event. Before dropping them off, you identify road closures, determine where vehicles will be allowed to stage, establish a clear meeting location with the client, and plan your exit route. When the concert ends and thousands of people pour into the streets, your client doesn't have to figure out what to do.

A DRIVER

Always thinks about his next sandwich. He doesn’t want to starve to death.

A SERVANT-MINDED CHAUFFEUR

Is always planning because he thinks about what is happening next.

ONE STEP AHEAD

Anticipation is one of the highest forms of service. When you consistently think one step ahead, problems are often solved before the client ever knows they existed.

BE READY

Don't wait for the next moment to arrive. Be ready for it.

MINDSET #21

DETAILS COMMUNICATE RESPECT

MINDSET PRINICPLE

The smallest details often send the biggest message. A spotless vehicle, polished appearance, clean glass, polished shoes, a straight tie, correct temperature, and punctual arrival tell the passenger, “You mattered enough for me to prepare.”

A DRIVER

I matter.

A SERVANT-MINDED CHAUFFEUR

I prepared for you. You matter.

EXAMPLE

Before an airport pickup, you notice fingerprints on the rear passenger window. The vehicle is already clean, and most people would probably never notice them. You clean the window anyway. Why? Because details communicate respect.

EXCELLENCE IS IN THE DETAILS

When you pay attention to the small things, you are telling the passenger that their experience matters enough for you to care about things they may never even notice.

THE MILLION-DOLLAR QUESTION

“Is this worthy of the client I am about to serve?”

MINDSET #22

GOOD COMMUNICATION

MINDSET PRINICPLE

A servant-minded chauffeur understands that good communication creates confidence.

GOOD COMMUNICATION REMOVES UNCERTAINTY

Your client should never have to wonder: Is my chauffeur coming? Does he know where I am? Did he receive my message? Does he understand the plan?

EXAMPLE

You are scheduled for a 6:00 PM pickup at a busy restaurant. You arrive early, but there is no legal place to park directly in front of the entrance. Don't wait until 6:00 for the client to walk outside and start looking for you. Send a short professional message: “Good evening, Mr. Smith. I have arrived and I am staged nearby. When you are ready, please let me know and I will pull directly to the front entrance.” Now the client can relax.

BE CLEAR

Communication should be clear, professional, timely, and brief. Don't overwhelm the client with unnecessary information. Give them the information they need, when they need it.

BE THOUROGH

And when a client gives you instructions, acknowledge them. A simple “Absolutely” or “Consider it done” lets them know they were heard.

A DRIVER

Always leave his client wondering because he never communicates about anything.

A SERVANT-MINDED CHAUFFEUR

Prevents confusion before confusion becomes a problem, because he is a great communicator.

EXCELLENCE IN COMUNICATION

Keep them informed. Keep them confident. Keep them comfortable.

MINDSET #23

LEAVE PEOPLE BETTER THAN YOU FOUND THEM

MINDSET PRINICPLE

The passenger should finish the journey feeling more comfortable, less stressed, safer, and better cared for. A great chauffeur should add something positive to every passenger's day.

Your client may enter your vehicle tired, stressed, frustrated, nervous, or overwhelmed. You may not be able to solve their problems, but you can make the next part of their day a little easier.

EXAMPLE

You are chauffeuring a funeral. This could possibly be the saddest day of a persons life. But the way you handled everything, from every tiny details, showed respect, honor and concern. Your job was to transport them safely, yes. But because you are a servant-minded chauffeur your provided them a moment of peace.

A DRIVER

Add to their stress with complaints about traffic or stories about their own problems.

A PROFESSIONAL CHAUFFEUR

His goal is for them to step out feeling a little better than when they stepped in. He makes their day easier. He gives them peace. He shows them kindness.

A SERVANT-MINDED CHAUFFEUR

He leaves people better than he found them.

MINDSET #24

A SERVANT IS WHO I AM. NOT SOMETHING I TURN ON.

MINDSET PRINICPLE

True service is not an act you perform when the client is watching. It is a mindset that becomes part of who you are.

THE HIGHEST LEVEL

The highest level of chauffeuring happens when these principles become character rather than rules I am trying to remember.

IF YOU FAKE IT YOU WON'T MAKE IT

A chauffeur should not have to "turn on" professionalism when the passenger enters the vehicle and turn it off when they leave. The same attitude of service should guide how you treat the client, the dispatcher, your fellow chauffeurs, and everyone else you encounter. If you do not have the mindset of a servant then you will fake being a servant for a period but then you will stop. Why? It's not who you are.

EXAMPLE

You arrive at a hotel to pick up your client and notice another chauffeur struggling to load several heavy bags into a vehicle. Your client has not arrived yet, and nobody from your company is watching. You walk over and help. Why? Because serving is not something you only do when you are being paid, watched, or rewarded. It is who you are.

ITS CALLED GOOD CHARACTER

When service becomes part of your character, you don't have to remind yourself to be helpful, respectful, prepared, or considerate. Those actions begin to come naturally. Anyone can act like a servant for a few minutes.

A DRIVER

Tries to act like a servant for an extra tip

A SERVANT-MINDED CHAUFFEUR

Understands the benefits of serving others results in a good name that is rather to be chosen than great riches.

MINDSET #25

LOOK FOR OPPORTUNITIES TO HELP

MINDSET PRINICPLE

A servant-minded chauffeur never believes they have arrived. No matter how experienced you become, there is always something you can improve.

THE LEARNING MINDSET

Great chauffeurs study their craft. They learn new routes, improve their driving skills, study proper etiquette, learn their vehicles, listen to feedback, and pay attention to chauffeurs who are better than they are.

EXAMPLE

After dropping off a client at an unfamiliar venue, you realize you struggled to find the proper entrance. An average chauffeur forgets about it and moves on. A servant-minded chauffeur asks, “How can I make sure that never happens again?” You study the property. You locate the correct entrance and staging area. You make notes for yourself. The next time you return, you know exactly where to go.

THE IMPROVING MINDSET

Mistakes should become lessons.

Feedback should become improvement.

Experience should become wisdom.

Never allow experience to convince you that you have nothing left to learn.

A DRIVER

Aims to do a good job

A SERVANT-MINDED CHAUFFEUR

Aims to get better

MINDSET #26

A SERVANT IS AVAILABLE

MINDSET PRINICPLE

A servant-minded chauffeur understands that you cannot serve someone if you are unavailable when they need you.

BEING AVAILABLE

Being available means being present, attentive, reachable, and ready to respond. When you are assigned to a client, their transportation needs become your priority.

EXAMPLE

You drop your client at a restaurant for dinner and they tell you they expect to be inside for about two hours. Don't assume that means you have two hours to disappear. The client may finish dinner early. Their plans may change. They may need something from the vehicle. They may text you and say, “We're ready.”

BEING PREPARED

A professional chauffeur stays close, keeps the phone nearby, monitors messages, and remains prepared to move. The client should never be standing on the sidewalk waiting while you are twenty minutes away because you assumed you had more time.

BEING AVAILBLE IS THE SERVICE

Availability is part of the service.

DRIVERS

Can never be counted on. They can never be depended on.

A SERVANT-MINDED CHAUFFEUR

An employer always knows which employees will pick up the phone when he calls them.

FOCUS POINTS

Be close. Be reachable. Be ready.

When the client or your employer needs you, you should be available.

MINDSET 27

A SERVANT IS PATIENT

MINDSET PRINICPLE

Waiting is part of serving. Never make the client feel rushed simply because you are waiting.

PATIENCE

Patience is the mindset needed to serve with the same level of excellence even when things do not go according to plan. A servant does not become irritated when a client is running late, changes the itinerary, asks the same question twice, or needs extra assistance.

PATIENCE CAN BE MEASURED

A servant's patience is measured when things go wrong.

Anyone can be patient when the client is pleasant, the schedule is perfect, and everything goes according to plan. True patience is revealed when the client is upset, traffic is heavy, plans suddenly change, or someone speaks to you disrespectfully.

For a servant-minded chauffeur, patience means remaining calm when everyone else is becoming frustrated. You do not argue, raise your voice, become defensive, or allow someone else's attitude to change yours.

The difficult passenger may forget what caused the problem, but they will remember how you treated them during it.

A DRIVER

A driver is always in a rush. He makes people work at his pace. His schedule is important

A SERVANT-MINDED CHAUFFEUR

Understands that serving people means working at their pace.

His schedule may be important—but the person in his care is more important.

He says, "Take your time. I'm here when you're ready."

Pressure does not change his character. Pressure reveals it.

MINDSET #28

A SERVANT IS TEACHABLE

MINDSET PRINICPLE

Correction isn't an insult. It is an opportunity to become better.

THE LEARNING MINDSET

A servant understands that there is always something more to learn. They do not become defensive when corrected, embarrassed when they make a mistake, or offended when someone shows them a better way.

THE IMPROVING MINDSET

A teachable chauffeur listens to instruction, accepts correction, asks questions, and learns from experience. Instead of saying, "I already know," they ask, "How can I do this better?"

EXPERIENCE DOES NOT ALWAYS MAKE YOU BETTER

You may have been driving for 20 years, but that does not mean you have been learning for 20 years. Experience only makes you better when you are willing to learn from it.

ONE SMALL CORRECTION CAN MAKE A BIG DIFFERENCE

In the chauffeur industry, the smallest correction can improve the client's entire experience.

A DRIVER

Hates correction. It is an insult to his ego.

A SERVANT-MINDED CHAUFFEUR

Uses correction to become excellent.

APPLICATION

If your manager tells you that you opened the wrong door, parked in the wrong location, communicated poorly with dispatch, or could have handled a passenger differently, do not make excuses. Listen. Learn. Correct it. And make sure the same mistake does not happen twice.

MINDSET #29

A SERVANT CONTROLS HIS EMOTIONS

MINDSET PRINICPLE

Your mood should never determine the quality of service your passenger receives.

EMOTIONAL CONTROL

There will be difficult clients, unexpected delays, heavy traffic, last-minute changes, misunderstandings, and stressful situations. You may become frustrated, disappointed, or even angry—but professionalism means your emotions never become the client's problem.

UNDER PRESSURE

A great chauffeur remains calm under pressure. He controls his tone of voice, his facial expressions, his body language, and his words. He never argues with a passenger, reacts emotionally, or allows one difficult moment to affect the rest of the service.

EXAMPLE

Imagine you arrive early for a pickup, but the client keeps you waiting for 45 minutes. Then, when they finally enter the vehicle, they complain that they are going to be late. Your emotions may want to say, "I've been waiting for you for 45 minutes!" But a servant-minded chauffeur controls that response. He calmly says: "Absolutely. I'll do everything I safely can to get you there on time."

A SERVANT-MINDED CHAUFFEUR

Knows the client does not need to know what he is feeling. Instead, he only allows them to experience his professionalism.

KEY POINT

You cannot always control the situation, but you can always control your response.

MINDSET #30

A SERVANT DOESN'T COMPLAIN

MINDSET PRINICPLE

A servant understands that difficult situations and inconveniences are sometimes part of serving others. Complaining does not solve the problem—it only adds negativity to it.

EXAMPLE

Back in the 90's I was chauffeuring for another limo company. He didn't have many rules. His other drivers were horrible chauffeurs. I didn't complain. Instead, I solved the problem. I made a 60-page chauffeur manual for him.

THE GROWTH MINDSET

Improve things. Improve quality. Improve people. Help them become better. Improve your life.

THE DRIVER

He complains about everything because all he can see is the negative.

THE SERVANT-MINDED CHAUFFEUR

I will find a way to make the situation better.

COMPLAING

Focuses on what is wrong.

SERVING
Focuses on what can be done.

MINDSET #31

A SERVANT SEES WHAT OTHERS OVERLOOK

MINDSET PRINICPLE

Excellence often lives in details that average people ignore.

THE DEVELOPING MINDSET

A servant develops the ability to notice the small things that other people miss. They pay attention to details because they understand that exceptional service is often found in the things nobody had to ask for.

APPLICATION

For a chauffeur, this means noticing that the passenger looks cold and adjusting the temperature, seeing luggage before the client reaches for it, recognizing that the vehicle needs a quick wipe-down, noticing the client is in a hurry, or realizing that an elderly passenger may need extra assistance getting in or out.

A DRIVER

Your average driver waits to be told what to do.

A SERVANT- MINDED CHAUFFEUR

Sees the need before it becomes a request.

KEY POINT

Great service begins with paying attention.

MINDSET #32

A SERVANT FINISHES WHAT HE STARTS

MINDSET PRINICPLE

Responsibility doesn't end simply because the most visible part of the job is finished.

THE FINISH MINDSET

A servant does not consider the job finished simply because the main task is over. He follows through, handles the final details, and makes sure everything he was responsible for has been completed properly.

EXAMPLE

For a chauffeur, the job is not finished when the passenger steps out of the vehicle. Check the seats for personal belongings. Make sure every piece of luggage has been unloaded. Confirm the passenger has safely entered the destination. Clean and prepare the vehicle for the next chauffeur. Complete any required paperwork and communicate anything the company needs to know.

THE RESPONSIBLE MINDSET

"My responsibility does not end when I am tired. It ends when the job is complete."

A DRIVER

Start strong.

A SERVANT-MINDED CHAUFFEUR

Finishes strong.

KEY POINT

Finishing what you start builds trust. And when people know they can trust you to follow through, they know they can depend on you.

MINDSET #33

A SERVANT MAKES OTHERS FEEL IMPORTANT

MINDSET PRINICPLE

The chauffeur doesn't need to be the center of attention. His satisfaction comes from making the passenger feel valued, respected and cared for.

GREAT SERVICE

Great service is not only about what you do for someone—it is also about how you make them feel while you are doing it.

EXAMPLE

For a chauffeur, this means greeting the passenger warmly, using their name when appropriate, opening the door, listening carefully, remembering their preferences, giving them your full attention, and never making them feel like they are an inconvenience.

Whether you are driving a CEO, a bride and groom, an elderly passenger, or someone taking their first limousine ride, treat them as though they are the most important client your company has.

THE PRIORITY MINDSET

"For the time this passenger is in my care, they are my priority."

A DRIVER

Wants people to think he is important

A CHAUFFEUR

Makes others feel important

KEY POINT

People may forget the vehicle. They may forget the route you took. But they will remember how you made them feel.

MINDSET #34

A SERVANT IS DEPENDABLE

MINDSET PRINICPLE

People should be able to trust your word without wondering whether you will follow through.

THE DEPENDABILITY MINDSET

A servant is someone others can count on. When he gives his word, he keeps it. When he accepts a responsibility, he owns it. He does not need to be chased, reminded, or constantly supervised. People have confidence in him because they know he will be there when he is needed.

EXAMPLE

For a chauffeur, dependability means showing up early, knowing the itinerary, preparing the vehicle, checking the route, monitoring traffic and weather, keeping your phone available, and being ready when the client needs you.

THE HONRABLE MINDSET

“If someone has placed their trust in me, I will give them every reason to keep it.”

A DRIVER

Tries to impress people

A SERVANT-MINDED CHAUFFEUR

Builds trust through dependability

CONSISTENCY

A great chauffeur becomes the person the client and the company know they can count on—every single time.

MINDSET #35

A SERVANT RESPECTS BOUNDARIES

MINDSET PRINICPLE

Service does not mean becoming intrusive, overly familiar, or inappropriate.

THE LINE

A servant understands that providing excellent service does not mean becoming overly familiar with the client. There is a professional line between being friendly and becoming too personal. A great servant knows where that line is and respects it.

EXAMPLE

This means respecting the passenger's privacy, personal space, conversations, belongings, schedule, and preferences. Do not ask overly personal questions, join private conversations unless invited, share confidential information, take photographs, post about clients on social media, or assume that friendliness gives you permission to become familiar.

THE BALANCED MINDSET

Be warm. Be friendly. Be helpful. But always remain professional.

A DRIVER

This is great. I can become a part of their personal life!

A SERVANT-MINDED CHAUFFEUR

I am here to serve the client.

GREATNESS

Great service makes the passenger feel comfortable without ever making them feel intruded upon.

MINDSET #36

A SERVANT DOES NOT SEEK THE SPOTLIGHT

MINDSET PRINICPLE

Exceptional service often happens quietly in the background.

THE SATISFACTION MINDSET

A servant does not need attention, praise, or recognition for doing his job well. His satisfaction comes from knowing that the people he serves were taken care of. He is comfortable working quietly in the background while allowing the client to remain the center of attention.

THE DRIVER

I want to be noticed. I need a spotlight.

THE SERVANT-MINDED CHAUFFEUR

I want my service to be noticed. I want the spotlight to shine on my client.

GREATNESS

A great chauffeur can deliver extraordinary service while remaining almost invisible.

MINDSET #37

A SERVANT LEARNS PREFERANCES

MINDSET PRINICPLE

If a passenger communicates a preference, treat that information as valuable.

THE DISCRETION MINDSET

A servant understands that great service becomes personal when you learn how someone likes to be served. Instead of treating every person exactly the same, he pays attention, remembers details, and adjusts his service to the individual.

EXAMPLE

For a chauffeur, this means learning whether a client prefers conversation or silence, a warm or cool vehicle, music or quiet, a particular radio station, a certain temperature, a preferred route, where they like to sit, or how much assistance they want with doors and luggage.

A GREAT CHAUFFEUR

A great chauffeur should not make a regular client repeat the same preferences every trip.

A DRIVER

I hope they remember me

THE SERVANT-MINDED CHAUFFEUR

If it matters to my client, it matters to me.

The first time, you learn it. The second time, you remember it.

Eventually, you anticipate it.

MINDSET #38

A SERVANT RESPECTS WHAT HAS BEEN ENTRUSTED TO HIM

MINDSET PRINICPLE

The vehicle, the passenger, luggage, information, schedule, and company reputation are all temporarily in your care.

TAKE OWNERSHIP

A servant understands that when someone places something in his care, it becomes his responsibility to protect it. Whether it is property, information, time, money, or another person's safety, he treats what belongs to others with the same care—or greater care—than he would treat his own.

THE TRUSTED CHAUFFEUR

For a chauffeur, much has been entrusted to you: an expensive vehicle, the client's belongings, private conversations, confidential information, the company's reputation, and most importantly, the lives and safety of your passengers.

You do not abuse the vehicle because it is not yours. You do not repeat what you hear because it is not your story to tell. You do not take unnecessary risks because those passengers have trusted you with their safety.

THE DRIVER

I am going to text my boss that I didn't empty my trash because I didn't have any garbage bags.

THE SERVANT-MINDED CHAUFFEUR

"If it has been placed in my care, I will protect it, respect it, and return it better than I received it."

KEY POINT

Trust is one of the greatest things a servant can be given.

GREATNESS

A great servant proves himself worthy of that trust.

MINDSET #39

A SERVANT IS CONSISTENT

MINDSET PRINICPLE

Excellence isn't something reserved for VIPs. Your standards remain high to all clients and is constant, regardless of who is sitting in the back seat.

THE HIGH STANDARD MINDSET

A servant does not give excellent service only when he feels like it, when the client is important, or when someone is watching. His standards remain the same every day, with every client, on every trip.

For a chauffeur, consistency means the vehicle is always clean, you are always early, your uniform is always professional, the doors are always opened, luggage is always handled properly, and every passenger is always treated with respect.

GREATNESS

A great chauffeur does not have to be reminded how to serve.

THE DRIVER

"Sorry about yesterday, I had a lot on my mind."

THE SERVANT-MINDED CHAUFFEUR

"My standard does not change because the circumstances change."

THE EXCELLENT CHAUFFEUR

Excellence becomes valuable when people know they can expect it every time.

THE WELL-KNOWN CHAUFFEUR

Consistency turns good service into a reputation.

MINDSET #40

A SERVANT GIVES MORE THAN THE MINIMUM

MINDSET PRINICPLE

There is a reason people talk highly of a great servant. His actions are exceptional. He does not perform the minimum. His performance is greatness.

GOING BEYOND

A servant does not ask, “What is the least I have to do?” He asks, “What else can I do to make this experience better?” He understands that meeting expectations is the minimum standard—great service begins when you willingly go beyond them.

ALWAYS PLANNING. ALWAYS PREPARING.

For a chauffeur, this means doing more than simply driving from Point A to Point B. Help with the luggage. Check the destination entrance beforehand. Have the vehicle comfortable before the passenger enters. Know the route and an alternate route. Watch for weather, traffic, and delays. Make sure the client has everything before leaving.

THE SERVANT-MINDED CHAUFFEUR

“I will not stop at what is required when I can do something more.”

THE MINIMUM MINDSET

The minimum gets the job done.

THE MAXIMUM MINDSET

Going beyond the minimum makes the client remember you.

GREATNESS

A great chauffeur looks for the extra 10% that nobody asked for—and delivers it.

MINDSET #41

A SERVANT IS ADAPTABLE

MINDSET PRINICPLE

A service mindset adjusts without making the passenger, the boss, or the company feel guilty.

THE FLEXIBLE MINDSET

A servant understands that things will not always go according to plan. Schedules change, flights get delayed, traffic appears, weather changes, clients change their minds, and unexpected problems happen. A servant does not become frustrated when the plan changes—he adjusts.

ADAPTABILITY

For a chauffeur, adaptability means staying calm when the pickup time changes, finding another route when traffic becomes heavy, adjusting the itinerary when the client adds a stop, or finding a solution when something unexpected happens.

A CHAUFFEURS JOB NEVER CHANGES

“The plan may have changed, but my responsibility to serve has not.”

FACE CHANGE HEAD ON

Never allow the client to feel like their change has become your problem.

Stay calm. Adjust quickly. Find the solution. Keep serving.

A DRIVER

Needs everything perfect to perform well

A SERVANT-MINDED CHAUFFEUR

Provides excellent service. Period.

MINDSET #42

A SERVANT KNOWS COURTESY COST NOTHING

MINDSET PRINICPLE

Respectful words, patience, attentiveness, and kindness require little but communicate a great deal.

THE COURTEOUS MINDSET

A servant understands that some of the most powerful acts of service do not cost a single dollar. A smile, a warm greeting, saying “please” and “thank you,” opening a door, showing patience, speaking respectfully, and offering a helping hand are all free—but they can completely change someone’s experience.

For a chauffeur, courtesy should be present from the first greeting to the final goodbye. Address passengers respectfully, open doors, assist with luggage, speak politely, allow others to go first, and thank the client for choosing your company.

GIVE WHAT IS FREE

“It costs me nothing to make someone feel respected.”

Courtesy does not require money.

THE DRIVER

“They were rude. Only 4 of the 10 people said hello.”

THE SERVANT-MINDED CHAUFFEUR

“My character belongs to me. It is who I am. It is how I live.”

GREATNESS

A great chauffeur understands that good manners are one of the simplest and most powerful forms of service.

MINDSET #43

A SERVANT TAKES PRIDE IN SERVING WELL

MINDSET PRINICPLE

Pride in craftsmanship is different from ego. There should be satisfaction in performing even ordinary responsibilities exceptionally well.

THE SATISFACTION MINDSET

A servant does not see service as something beneath him. He sees it as an opportunity to demonstrate excellence, character, and professionalism. He takes satisfaction in knowing that because of his efforts, someone else had a better experience.

TAKING PRIDE IN SERVING

For a chauffeur, this means taking pride in a spotless vehicle, a professional appearance, arriving early, opening the door properly, handling luggage carefully, driving smoothly, and making every passenger feel genuinely cared for.

THE DRIVER

Needs applause

THE SERVANT-MINDED CHAUFFEUR

“My work represents who I am, so I will do it with excellence.”

KEY POINTS

There is honor in serving others well.

MINDSET #44

A SERVANT ASK “WHAT CAN I DO?”

MINDSET PRINICPLE

The instinct of a servant is, *“Is there a reasonable way I can help?”*

ASK THE QUESTION

A servant does not stand around waiting to be given instructions when he can clearly see that something needs to be done. His natural response is to look for ways to help.

For a chauffeur, this means noticing the luggage and offering to carry it, seeing an elderly passenger who may need assistance, helping the wedding party organize before departure, or asking the client if there is anything else they need before you leave.

THE DRIVER

“That’s not my job.”

THE SERVANT-MINDED CHAUFFEUR

“What can I do to help?”

GREAT SERVANTS

Great servants do not look for reasons something is someone else’s responsibility.

Great servants look for opportunities to make someone else’s life easier.

MINDSET #45

A SERVANT DOESN'T CHOSE TO BE LAST. HE DESIRES IT.

MINDSET PRINICPLE

A servant doesn't just want to be the servant of all, he desire's it because greatness is inside him.

THE SERVANT IS THE GREATEST

A true servant does not step aside simply because he was told to. He genuinely prefers to put the needs, comfort, and interests of others ahead of his own. Being last does not make him feel less important. It reveals that serving others is more important to him than being first.

THE PASSENGER IS FIRST

For a chauffeur, this means the passenger enters first, gets the best seat, receives attention first, and has their needs handled before yours. You do not compete with the client for comfort, convenience, recognition, or attention.

THE DRIVER

"I want to be treated well by the client."

THE SERVANT-MINDED CHAUFFEUR

"I don't need to be first. My responsibility is to make sure the person I serve is taken care of first."

IT COMES FROM INSIDE HIM

A servant-minded chauffeur develops a heart that actually desires to put others first.

He knows that being last is not weakness.

It is the strength to say, "You first."