

## Even Row 58 Got Lunch

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### How you handle deadlines and bumpy roads

Last week, on my Turkish Airlines flight from Athens to Istanbul, I was seated in the very last row - row 58. I didn't see a good reason to pay for an upgrade on such a short flight.



Once we were airborne, I noticed the flight attendants coming down the aisle. They were pouring drinks. The flight was bumpy, I thought for sure the captain would excuse them from continuing in-flight service.

But I was wrong.

They kept going. When they got closer, I realized they weren't just serving drinks - they were serving lunch. Real lunch. Each tidy plastic lunch box had cheese, a little turkey sandwich, dessert, yogurt, fruit - the works. And they just kept coming, methodically, without pause. Everyone got served. Even row 58. I was amazed!



This made me think of the concept I wrote about in *Making Moments Matter: 89 Tools for Taking Charge of Your Time*:

(Time X Results =  
Performance)  $T \times R = P$



Larry W. Dennis, Sr.  
President

**TURBO**  
LEADERSHIP SYSTEMS®

**Please  
contact  
Larry at:**

**503-329-4519**

**or**

**Larry@turbols.com**

**for more  
information.**

It's easy enough to serve everyone if you've got two hours to do it. But doing it all in under an hour? That's impressive. I didn't think much more about it until my flight a few days later, this time on Delta, from Washington D.C. back to Atlanta. I was in row two, business class. The flight was a little over an hour and a half. I was hungry. I'd skipped lunch, assuming a flight of that length in business class would include some sort of meal.

I was wrong again.

All we got were the usual snacks - little bags of chips, cookies, nuts. Nothing substantial. The contrast was striking: Turkish Airlines served lunch to the entire plane, including the last row, on a shorter flight. Delta served snacks to business class!

I don't know all the details - cultural expectations, staffing levels - but I do know this: in one case, the crew made the time to deliver something special, and in the other, they didn't.

And it got me thinking: where in my own life have I set low expectations? Am I letting time slip through my fingers? Where am I allowing tasks to expand because I think I have plenty of time? Where am I making excuses about not having enough time - when others are getting things done in the same or less time?

We've all experienced it; the missed alarm and we manage to get out the door in half the time. The sprint before vacation where we knock out a week's worth of work in two days. It's not a miracle - it's focus, urgency, and the tight timeline.

So, here's the challenge - for you and for me: What would happen if we gave every hour a purpose, every task a limit? Could we get more done in less time - and create more space to truly relax, recharge, or do something extraordinary?



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