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The change is slow and for a time, imperceptible to the people who live in the neighborhood. The "Broken Windows" Theory and its application to Business

The worst broken windows are often people. That means an employee who is not on board with the needs and expectations of the company’s consumers can do immeasurable damage and is a broken window of the most urgent variety. Bad service is inexcusable. Bad service, no matter how good the rest of the factors may be, will always sink your business.

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The broken windows theory is a criminological theory that states that visible signs of crime, anti-social behavior, and civil disorder create an urban environment that encourages further crime and disorder, including serious crimes.

The theory suggests that policing methods that target minor crimes, such as vandalism, loitering, public drinking, jaywalking and fare evasion, help to create an atmosphere of order and lawfulness, thereby preventing more serious crimes.

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