

2010 10 13 - Meet Lincoln McCardle



Title...

Associate, Network Provisioning, London

Which means...

Lincoln is responsible for delivering and managing capacity for Bell's network, specifically for the VoIP and SIP-related platforms. He also develops and maintains a number of databases associated with data production and servicing files related to Bell's overall telecommunications network.

What Lincoln brings to the table...

Since joining Bell in April 1994, starting in the Consumer Direct Marketing Centre (DMC), Lincoln has contributed to a lot of different areas of the company.

"I actually applied mainly because a friend was applying and wanted someone to go through the process with," he says. And the rest is history.

After the Consumer DMC, he moved to the Business Office where, in short order, he became a trainer for new hires in the first of a number of positions.

"By December 2001 I found myself working in Toronto where I held a number of other client representative positions, looking after the accounts of such companies as TD Canada Trust, CIBC and Hydro One."

In fact, he was recognized for his work on Hydro One by being named to the President's Club, the premier recognition event for Bell's business markets sales professionals. "That was a real honour!" says a very proud Lincoln.

Shortly after the birth of his first son, he and his wife returned to London where he worked in the Enterprise business unit for two years before making the move to the Network side of the house where he has been ever since.

"I'm really delighted in my current position. My teammates are all friendly and extremely knowledgeable. They make my time here a real pleasure. Plus, they've given me the opportunity to expand my knowledge base and experiences."

Lessons learned...

Lincoln draws his strength from some pretty fundamental guidelines.

"I am a strong believer in the Golden Rule: treat people how you would like to be treated. There is a reason why versions of this exist in almost every one of the world's religions. It's something I strive to do every single day."

He also grounds himself in those around him. "I truly and fully believe that I have lived a blessed life, surrounded by wonderful people – family, co-workers, friends," he says. "This is not something that I take for granted and it's one of the reasons I continually look for ways to give back to the community."

He learned one of his most important lessons as a child: more can be gained from listening well than by talking well. "I learned this from my mother who everyone refers to as a 'wonderful talker.' It wasn't until I was an adult that I realized that what they really meant was 'wonderful listener.'"

Driving success...

Lincoln spells success with a big E for effort – ongoing, persistent effort.

“I strive to do the best job I can every day, continually looking for ways to learn, improve and be a positive ambassador for Bell.”

♣ But he also derives inspiration from some wise people, such as Mahatma Gandhi who famously said “Be the change you want to see in the world.”

But he also believes strongly in how American publisher and humourist Arnold Glasow defined success:

“Success is simple. Do what’s right, the right way, at the right time.”

In the end, though, he’s defined by the four words you will never hear him say: that’s not my job.

Community vision...

A native of London, Lincoln is very proud of his home town.

“The fact that my wife and I chose to move back here to raise our children is a testament to that,” he says, adding that “I try to give back to the community that has given so much to me.”

After years of working to raise funds in the fight against prostate cancer, Lincoln recently stepped up his commitment, agreeing to be on the local organizing committee for **November**, a major global fundraising event.

He’s also served as a local champion and team captain for the **Walk for Kids Help Phone** and the **Bowl For Kids Sake**.

But as important as this work is, he still has his priorities very much in order: “Of course, all of these are secondary to my main job as husband and father.”

After work...

Lincoln attends the University of Western Ontario part-time evenings where he has almost completed his BA in English.

In his spare time, he also runs a few websites, most notably <http://www.canucklehead.ca/>, which bills itself as “the place good sense comes to die” and also <http://theehlist.com/> which claims to be Canada’s best and most comprehensive contest collection.

He’s also recently started a home-based business: **twittens**. “It’s a work in progress but Twittens are gloves for the text generation,” he says. “They give easy access to your thumb and/or forefinger to allow for easy texting and touchscreens even in the coldest weather.”

In the end though, his favourite thing to do is be with his family, “hanging out with my two sons, Nicholas and Lucas, and having all sorts of fun!”

Quick hits...

Most exciting project: “The work I did as the single point of contact for Hydro One was by far the most demanding and challenging to date. I was hand-picked to take on this role on a project that was months behind schedule.” Dealing with an understandably irate customer, Lincoln dedicated countless hours of overtime and was able to turn the situation around. “I am delighted to say the result was both a large long-term contract for Bell and a chance to join the President’s Club this year in Paris, France for myself.”

Most fun you have in the workplace: “I strongly believe that having fun in the workplace is absolutely essential for job satisfaction. Every day is a new and wonderful experience for me and I’ve been lucky enough to work with absolutely wonderful people through my time at Bell.”

Memorable moment: “While my wedding day and the birth of my sons would clearly be the most memorable for me, professionally I will always cherish the opportunity to run with the Olympic torch for the Vancouver 2010 Olympics. It was a truly memorable day, not only for myself but for my friends, family and well-wishers that I was able to share the experience with. I will always be grateful to Bell for that once-in-a-lifetime event.”

What you would like to be known for: “I would like to be known for a lot of things, but if I can choose only one, then loving father.”