

## Keys to Success and Significance

Dream Big – The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it. Michelangelo

Do the Right Thing – Do what is right even when it's not easy and even when no one is watching

Get Things Done - Good intentions are great; real success comes from actual delivery  
You will become known for what you SHIP  
Develop an acute respect for the deep value of every passing hour

Relationships Matter – Remember everyone wants to make a difference  
Without trust, very little can be accomplished

Treat Everyone with Respect –  
No one cares how much you know, until they know how much you care

Listen – It's amazing what one can learn when one talks less and listens more

Pay Attention - You can observe a lot by watching – Yogi Berra

Be an Avid Reader - Reading can unlock the keys to a lot of mysteries  
Reading book/ month on one topic and be an expert in a year  
Not all Readers Lead, But All Leaders Read

Practice the 5 P's

Patience – Things always take longer than you think they should  
Not everyone learns at the same pace

Perspective – Seek first to understand and then be understood  
What may seem like a life or death matter, probably isn't

Persistence – Remain consistent and committed to achieving your task or goal  
If it was the right thing to do yesterday, it still is today no matter how hard

Perseverance – The path to success is filled with lots of failures –  
Resiliency can be the difference between success and failure  
“Little by little, one travels far” JRR Tolkien

Passion - Find what you love to do and just do it  
Without passion, there is no purpose

Willingness to Learn – Live like today is your last, learn like you are going to live forever

Practice the 4 L's – To live, to love, to learn and to leave a legacy

**Don't forget those that are closest to you. Remember the best things in life aren't things.**

## **Keys to Success and Significance in Business**

Apply all of the above attributes in the following context

Surround Yourself with Strong People with diverse thoughts, talents and approaches

You are only as strong as your team

Customers are why we are in business.

If we are not meeting the customers' expectations, someone else will.

Customers will only be treated as good as your associates are treated.

To be successful you must win the hearts and minds of your associates. You can pay someone to show up but you can't pay them to "engage". Successful businesses have their associates on-board and delivering in each moment of truth. In other words, they do the right thing the first time every time.

Be Brilliant at the Basics.

If company can not perform the little things well, may not get a chance to even demonstrate that it can do the complex value added services.

A company must be efficient AND effective.

Over the long term in order to reduce labor cost, you must change systems and processes, not just reduce the number of associates. In other words, need to eliminate non-value added work or streamline processes in order to produce same result with fewer people.

A company must remember to run the business as if it is running a marathon not a sprint.

To remain successful and grow the business, company must continue to provide innovative products and services and invest in their associates by providing them the right tools and training. One can not rest on their past successes.

Be willing to change.

Just make sure that associates have the context of the change and need for it.

Be an Excellent Story Teller (not in an "Enron" fashion).

Strong companies do well because their leaders, their associates, their suppliers and their customers all share positive "word of mouth" stories that demonstrate what the company stands for; think Nordstroms, Southwest Airlines, etc.

Communicate. Communicate. Communicate.