

A Job Without Pay

One day, Lester Wunderman was fired from his job with a New York advertising firm. Wunderman was discouraged and hurt, particularly because he knew that he could learn a lot from the agency's leader, Max Sackheim.

So, the next morning, Wunderman returned to his office and worked just as he had been doing, but without pay.

Sackheim ignored the young ex-employee for a month or so. Then he finally relented. He approached Wunderman one day and said, "Okay, you win. I never saw a man who wanted a job more than he wanted money."

Wunderman made the most of his second chance. He continued to learn from Sackheim and eventually went on to become one of the country's most successful ad executives. Some credit him with being the father of direct marketing.

What kind of initiative and boldness are you willing to take to gain the attention and confidence of your supervisor? How badly do you want to learn? And do you want a vocation, or a passion?

Sometimes, approaching what seems like ordinary work with extraordinary intent can produce unbelievable results.

--Beecher Hunter