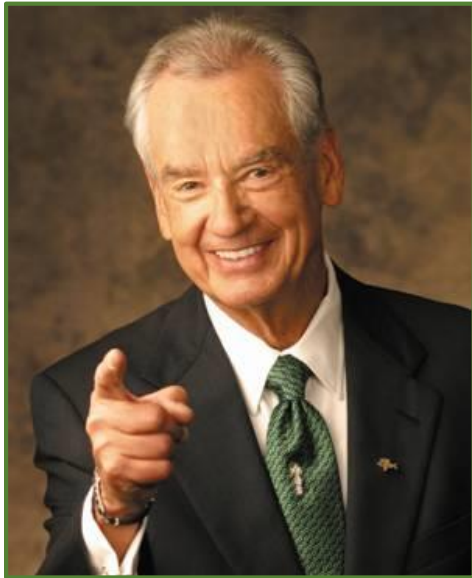


## A Principle for Success



The late Zig Ziglar, author and world renowned motivational speaker, shared an important principle for success in his book *Something to Smile About: Encouragement for Life's Ups and Downs*.

The first 2½ years he was in sales, he lived in the world of peaks and valleys – with very few peaks. Every year, in the last week of August, his company had a National Booster Week when employees were encouraged to do nothing but sell, sell, sell. “It proved to be a life-changing experience for me,” he later said.

During that week, “after I finally hit my stride, I sold more than 2½ times as much as I had ever sold in a single week. When the week ended, I drove to Atlanta, Georgia, to spend the night with Bill Canford, who had brought me into the business. I arrived at 3 a.m., and for the next 2½ hours, I gave Bill the minute details of my marvelous week – a word-by-word, non-stop description of every call I had made. Bill patiently smiled, nodded his head, and said, ‘That’s good! That’s good!’”

By 5:30 a.m., Ziglar said he realized that he had not even asked Canford how he or his business was doing. “I was terribly embarrassed. I said, ‘Bill, I’m sorry! I have just been talking about me. How are you doing?’”

“Bill, as only he could, graciously said, ‘Zig, don’t give it a thought! As pleased as you are with your results this week, you’re not nearly as proud as I am. You see, Zig, I recruited you, taught you the fundamentals, encouraged you when you were discouraged, counseled you and watched you grow and mature. Zig, you will never know how I feel until you have experienced the joy of teaching, training and developing someone else who does well.’”

Looking back on the experience, Ziglar said he realized that was the beginning of the development of “the concept on which I’ve built my life and career – namely, that you can have everything in life you want if you will just help enough other people get what they want.”

Ziglar was right.

The people of Life Care and Century Park have a mission of loving and caring for the people they serve – the patients and residents entrusted to us. It is a noble calling.

(more)

But our customers are also the associates we lead and with whom we work. Every supervisor of people has the opportunity to recruit, teach, encourage, counsel and watch them grow and mature. Some of you have the role of preceptor in Life Care's administrator-in-training program.

In any case, however, the joy of watching a mentee develop is inexplicable and deeply satisfying.

*Therefore encourage one another and build one another up, just as you are doing* (1Thessalonians 5:11 ESV).

– Beecher Hunter