

A Tale of Butter

Four young consultants competed vigorously for a newly vacated management position at a large investment firm. After carefully considering each candidate's merits, a team of executives made its decision. They decided to notify the lucky contender of his promotion after lunch.

During the noon hour, one of the directors spotted the manager-to-be ahead of him in line at the company cafeteria, separated by several other customers. The director watched the young man select his food, including a small square of butter. As soon as the candidate placed the five-cent pat of butter onto his plate, he quickly placed a dinner roll on top of it to hide it from the cashier.

That afternoon, the executive team met in the boardroom, then summoned the deceitful young man. He walked to the boardroom, full of hope. He imagined his large new office, the substantial raise, his own administrative assistant, and the management bonus. Rather than promote the consultant, however, the management team fired him.

Honesty isn't a selective quality, as some think it is. People who lie about small matters tend to lie about larger ones as well.

So invest in honesty. That trait is important in business and in relationships, and it is certainly true in the work of Life Care, Century Park and Life Care at Home. You and those with whom you work will love the dividends that truth brings.

--Beecher Hunter