

A Treasure Discovered

A rite of passage in a remote African village called for the boys of a certain age to be sent forth into the world to discover something of value to share with the tribe.

Year after year, the boys returned from their journeys with gemstones, fancy textiles, and other fascinating objects.

One year, as the boys showed off their treasures to the elders, one boy stood apart from the rest with no trinket or object around him.

“What is the most valuable thing you have found on your journey?” the elders asked this boy.

“The thing of value I have discovered cannot be held in the hand,” the boy said.

“Why not?” the elders asked. “Is it too big or too delicate to hold?”

“It can be big or small, delicate or strong,” the boy replied.

“Well, then, where is it?” asked the elders.

“It is here,” the boy answered as he touched a finger to the side of his head. “In our brains. You see, the most valuable thing in all the world is an idea, because you must believe in it and work very hard to bring it to life.”

The boy showed wisdom. Ideas may be good or bad, but they are definitely the stuff of progress.

That’s why Life Care’s Mission and Values statement proclaims that associates “are free to express their ideas and concerns, and are encouraged to participate in, and feel a part of, the organization.

Ideas make us as individuals better, and they make our company better. Please share them.

– Beecher Hunter

