

# Beyond Just Winning

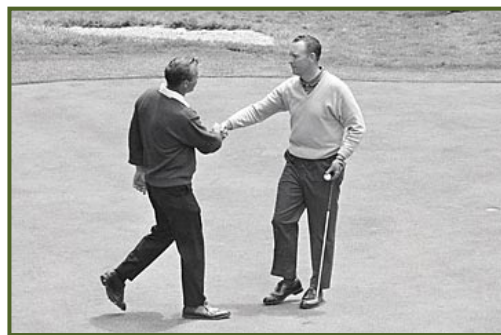
Whenever we engage in a competition – be it business, sports or fitness – we sometimes lose. But what about the times you win? How do you balance celebrating your victory with maintaining a good working relationship with the person you've just defeated?

In the book *Masters of Success* by Ivan R. Misner and Don Morgan, a story offering some guidance on this subject is told by Ron Hain, a marketing consultant.

In the final round of the 1966 U.S. Open golf tournament, Billy Casper and Arnold Palmer battled for the lead. Palmer was the most famous golfer of his time (and still is one of golf's most recognized names). Casper was a fine golfer in his own right but never attained Palmer's nationwide following. He had to contend not only with Palmer's daunting skill, but also with the large crowd of fans who followed Palmer down the course and cheered his every shot – the famous Arnie's Army.

Early in the final round, Palmer was at the top of his game and, with his Army driving him on, had a 5-stroke lead with only six holes to go – a seemingly insurmountable advantage. Then everything turned around.

Casper went on a tear as Palmer's shots went astray, frustrating him and his legions, who had scented victory. With hundreds of fans willing his defeat, Casper nonetheless surged back to tie the match, forcing a playoff round, and winning it.



*Arnold Palmer, left, congratulates Billy Casper after Casper's U.S. Open victory.*

After his victory, Casper was certainly entitled to celebrate his win over the best golfer of the day and all those fans. Yet what he actually said to Palmer, so quietly that only Palmer heard, was: "Sorry, Arnold."

Casper wasn't pointlessly apologizing for winning; far from it. He was showing that he understood what it was like for a competitor to lose a lead and disappoint the crowd. He also understood that to win is to be in the leader's position, even if momentarily, and that good leaders are generous.

– Beecher Hunter