

## Getting It Done

Bob Templeton arrived in Barrie, Ontario, shortly after a tornado had struck the town, killing dozens of people and doing millions of dollars worth of damage.

Templeton, who was vice president of Telemedia Communications, called a meeting and asked the company's executives, "How would you like to raise \$3 million three days from now in just three hours and give the money to the people of Barrie?"

The executives declared, "There is no way we could do that!"

Templeton responded by drawing a large "T" on a flip chart. On one side of the T, he wrote, "Why we can't," and on the other, "How we can." The group began to brainstorm and before long, the "How we can" side had several ideas. The group settled on doing a national radio show featuring well-known broadcasters.

The broadcasters bought the idea. Stations agreed to broadcast the radiothon. Within three days, 50 stations across Canada participated, and \$3 million was donated by listeners.

Focus on how you can get something done that you desire to do, rather than why it might not be possible.

Whether you think you can or you can't, you are right.

--Beecher Hunter