

Good to Great

More than a decade ago, Jim Collins and a 21-person research team looked into the question of how a good company becomes great.

They focused on 11 companies and reported the findings in the book, *Good to Great*.

Similarly, my pastor, Dr. Allan Lockerman of First Baptist Church of Cleveland, has written a book entitled *When Good Enough Is Not Enough*. Both of these books address the drive toward greatness, and what is involved.

We all want to be great. Many of us in Life Care have read *Good to Great* (it has sold more than 3 million copies since publication), hoping to help our company and ourselves take that step into greatness. Among other insights, Collins discovered that great companies pinpointed and promoted disciplined workers who acted in a disciplined manner.

More recently, *Inc.* magazine published an article noting that great employees were diligent, reliable and dependable. That sounds good, not great. On the other hand, remarkable employees stood out. They weren't afraid to be different, stretch the boundaries, and improve processes. Remarkable associates inject their God-given creativity and personality into their work.

Colossians 3:23 reminds us to do everything – including our work – enthusiastically as if we're doing it for the Lord.

As you go about your daily responsibilities at Life Care, Century Park and Life Care at Home, prayerfully look for ways to improve the process. How can you make things better?

Don't be afraid to stand out remarkably for God at work.

Whatever you do, do it enthusiastically, as something done for the Lord and not for men (Colossians 3:23).

– Beecher Hunter