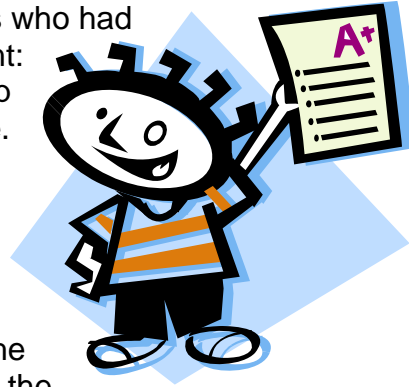


## Not 'Good Enough'

In business, as in life, you should never settle for “good enough.” That bit of wisdom is illustrated by the following story:

A college English professor greeted the students who had assembled for their final exam with this statement: “If any of you think the grade you have earned up to this point is ‘good enough,’ then you may leave. There will be no penalty for missing the final.”



Half the class walked out – including people who had Bs and Cs going into the final.

When the students left, the professor repeated the proposition, and then added: “Really, if you think the grade you’ve earned thus far is good enough, then by all means leave. There will be no penalty for missing the final.”

When he finished, several more students got up and walked out, leaving only a handful of students in the classroom.

At this point, the professor quietly walked to the door, closed it, turned to his students, and said:

“Everyone who has stayed to take the final, everyone who was not satisfied with ‘good enough,’ will receive an A in this course. You are dismissed. Good day!”

Let there be no mistake: In Life Care, Century Park and Life Care at Home, “good enough” is not good enough.

– Beecher Hunter