

Quest for Success

Life Care, Century Park and Life Care at Home strive to be the premier providers of care for the people we serve. It's written in the mission statement of Life Care. We seek – or should – to be better every day at every job before us.

A chief stumbling block in the way of success, however, can be success itself. The moment an executive director or manager decides he or she is successful enough or smart enough to “rest on one's laurels,” then the person shifts into reverse. The choice is clear. You either plod forward or you slide backwards.

Shrewd leaders know this very well. They are never satisfied. They never stop trailing perfection.

The story is told of a New York agency that dreamed up a famous ad for a famous car. It read: “At 60 m.p.h., the loudest noise in the new Rolls-Royce comes from the electric clock.”

With great pride, an agency adman showed this creation to a visiting Rolls-Royce executive. Instead of elation, the executive displayed a worried frown.

“We'll have to do something about that clock,” he replied.

Amusing story. But it makes a point. Dissatisfaction: The savvy leader's constant quest for improvement.

--Beecher Hunter