

The Clean Principle

Cleanliness, it is said, is next to Godliness. Most folks would agree with that statement. Quick judgments are made and enduring impressions are formed when we encounter people, places or objects that are clean, or – perhaps particularly – unclean.

Cleanliness, or the lack of it, is a leading indicator in the formation of impressions about:

- Persons – assessments of their character and values.
- Dwellings – the pride of those who reside there.
- Businesses – the degree of professionalism of the associates who work there. Nursing, assisted living and retirement centers are definitely included.

Nancy Bearss, a licensed practical nurse at Life Care Center of Rochester, Indiana, understands this principle. And she did something extraordinary to help someone keep it.

A new resident, with no clean clothes, was admitted to the center. Bearss gave the family the keys to her house so they could use her washer and drier.

That's doing Whatever It Takes And Then Some.

--Beecher Hunter