

## *The Lawrence Welk Idea*

Many years ago, Lawrence Welk hired an accordionist named Myron Floren. He was considered the best in his profession.

When Welk told his business manager what he had done, his business manager was furious. He felt one accordion in the orchestra was enough. Welk just smiled and said the hiring was firm.



The first night the business manager heard Floren play in the orchestra with Welk, he told Welk that the new accordion player was better than he (Welk) was. Welk just smiled and said, "That's the only kind of musician I hire."

That's the best way to become a success. It also helps explain one of the reasons Welk and his "Champagne Music" spanned four generations of music lovers.

Excellence and the commitment to bring customers the best possible product are the predictors of long-term success. All of us can benefit from the knowledge and talent of others. Don't be intimidated by someone with a more successful resume, and don't feel superior to

someone who has enjoyed less success than you have. Learn from both of them.

Someone once stated that when you hire others smarter than yourself, you prove you are smarter than they are.

A sales manager should strive diligently to hire salespeople who are better at selling than he or she is. That way they can share information, and they will be even more effective. Also, by continuing to learn from each salesperson, the manager will stay one step ahead of all of them.

The same thing applies to coaching. A good head coach seeks assistant coaches who know more about their specialties than he does, and he learns from them. Ditto for manager in manufacturing, engineering, architecture, and certainly health care.

There is a lot of difference between a wise man and a smart guy.

– Beecher Hunter