Words to Live By

Several years ago, I read in a magazine an advertisement published by United Technologies Corporation. As most good ads do, the space was rather large, with a lot of white space, and not much copy. But the words were powerful. Here is what it said:

Doctrines, credos, manifestos, laws, declarations, codes of ethics.

Ever since people have been able to communicate, they have compiled words to live by. But the world is still troubled.

Take these words: honesty, workmanship, ambition, faith, education, charity, responsibility, courage.

Chances are four and a half billion people won't agree to live their lives by them.

But think how much better your life would be if just one person does. You.

The words in that second list have long been familiar to me. I heard them all from my mother – and, more than likely, you did from yours as well.

Knowing them is one thing; putting them into practice is another.

Wouldn't the world be such a nicer place to live if all of us could govern our behavior by these principles?

Wouldn't our workplaces – Life Care, Century Park and Life Care at Home – be much better venues if everyone adhered to these ideals?

Or, as the ad suggests, make it very personal.

> – Beecher Hunter