

Your Greatest Asset

The themes of our last two annual management meetings have been challenging and very descriptive. They were:

- For 2012 – *The Will to Win*.
- For 2013 – *Rise to the Occasion*.

Each of these concepts is more than a mere label for a meeting. Indeed, both are declarations of determination to succeed – for our company and for each of us as individuals.

What usually separates the best from the rest? Have you ever thought about that? For example ...

1. What separates the gold medalist from the silver in the Olympics?
2. What delineates the successful entrepreneur from the one who doesn't make it?
3. What makes it possible for one person to thrive after a debilitating accident while another gives up and dies?

The answer to all of these questions is *attitude*.

Denis Waitley wrote in *The Winner's Edge*: "The winner's edge is not in a gifted birth, a high IQ or in talent. The winner's edge is all in the attitude, not aptitude. Attitude is the criterion for success. But you can't buy an attitude for a million dollars. Attitudes are not for sale."

Also addressing this subject is John C. Maxwell, author, motivational speaker and internationally recognized expert on leadership development. In his book *The Maxwell Daily Reader*, he relates: "For years I have tried to live by the following statement, 'I cannot always choose what happens to me, but I can always choose what happens in me.' Some things in life are beyond my control. Some things are within it. My attitude in the areas beyond my control *can* be the difference maker. My attitude in the areas that I do control *will* be the difference maker.

"In other words, the greatest difference my difference maker can make is within me, not others," Maxwell said. "That is why your attitude is your greatest asset or liability. It makes you or breaks you. It lifts you up or brings you down. A positive mental attitude will not let you do *everything*. But it can help you do *anything* better than you would if your attitude were negative."

Waitley and Maxwell are so right. Make your attitude your greatest asset today.

I can do all things through Christ who strengthens me (Philippians 4:13).

– Beecher Hunter

