

Life Experience and Values Guide Success

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Every career and business has their challenges. It doesn't really matter what kind of business or career we are in, it is our life experience, value system and our business practices that will make or break us. Challenges come and go daily. How we handle them determines if our business will survive or not.

Can we take the risk of expanding or growing our business? In this poor economy, we must believe in our product or service. Believe that it is the best and be willing to really work hard to keep it that way. Whether it is senior housing or any other business, that belief is important. People are so afraid of risk. Risk is a probability of failure and there is always a risk. But, if we never take a risk, we never change. Without change, we never have progress. Without progress, can we ever be successful? The economy will eventually improve, **and if we let our businesses be stagnant, we won't grow or be there when we are needed.** Let's keep working at our growth and think positively. Believe and pursue progress.

There will always be daily challenges that need to be addressed and handled. Keep them from becoming overwhelming by relying on a basic problem solving techniques:

- state the problem
- identify all the data
- look at all the solutions
- agree on a plan
- try to accomplish it.

This is when life experience and value systems can tip the scales in your favor. Be honest and always 'do the right thing' as you rise to the challenges. It is a good feeling when you can face those challenges and know you did the best you could. Not just for yourself but for others. Beliefs and character are reflected in your business dealings and your reputation will precede you.

I am excited to be a part of the business community in Jackson. With all the challenges in the economy, the housing market and loss of jobs, it is also a great time to step forward, take risks and build. The builders are eager to have jobs. When the building is finished, it will create more jobs. Each of us needs to think of how we can help the economy and at the same time use it to our benefit. Believe in your product or service; be willing to take a risk or change; do it with honesty and integrity; and be willing to work hard.

Harry Banks said, "The secret of success is the consistency to pursue."
Let's pursue growth and progress, making Jackson businesses' successful.