

## **The Power of One!**

My mentor, Raymond Berry, often speaks about “the power of one”. He built his career focused on working on fundamentals, studying everything available about his business and preparing himself so that when the winning moment or opportunity presented itself, he would be ready.

In fact, Raymond was and is so focused on the power of one that he has pinpointed the pinnacle of his entire career down to one catch: a 25 yard reception in the 1958 NFL championship game. He believes that the circumstance of that one catch and the work he and quarterback Johnny Unitas put in prior to the game were directly responsible for not just winning the game, but also leading him and Unitas into the Hall-of-Fame and according to many, changing the course of the entire NFL. It was one catch, one play, one special moment that changed everything.

I was told when I entered this industry that one recruit could lead to an explosion in your business. The power of one recruit, the power of one transaction at the right time can change an entire career, an entire life, maybe even an industry. There was one thing that wasn't mentioned when discussing the power of one recruit. It was that it wasn't just any one recruit; it was a special recruit, the right recruit, a difference maker that unleashes the power of one, the power that changes everything. The power of that one recruit or one transaction at the right time can change you, the recruiter or salesperson and inspire you to become all you are capable of being. A special moment, transaction, recruit or situation that impacts you in a positive way is something that we all work and prepare for in our desire to build a business and a life of significance for our families and our world.

However, there is another side to the power of one that can cause changes which are not positive. This is an area that I have personal experience in, as well as observing others make mistakes in this aspect of life. The power of one can work against you as powerfully as it can for you. It can be the wrong decision at the wrong time or doing something you would not ordinarily do to expedite a situation. Perhaps it is getting greedy just one time that could cost you everything. There are examples in all our lives of how one bad decision at the wrong time totally changed and perhaps destroyed a life, a business, or even a nation. One right leader can change the morale and outlook of huge numbers of people, while the wrong “leader” can lead people into further depression and failure.

Recruiting the wrong person for us can distract or destroy the synergy and morale of your team. A lack of preparation can lead to missing a critical transaction that could change everything. These are just a few ways the power of one can impact a business in a negative way. As a recruiter and builder, I have often failed in this area, going far too long with people that I saw potential in, while at the same time ignoring their fundamental character flaws which would inevitably lead to failure, frustration and most tragically the negative impact on so many other people who are affected. I have mistakenly done the same thing with employees that didn't deserve to work at HBW

based on their attitude, ethic, etc. I kept them on too long, hoping they would get it, before inevitably having to let them go when they pushed their agenda just too far.

Jim Collins, author of the best selling book, “Good to Great”, speaks to this problem: The right people on the bus, the wrong people off the bus, and the right people in the right seats on the bus. Now I know this is easier said than done, but simply being aware of the power of one, for both success and failure can make a huge difference in your business. It will motivate you to prepare more for those critical moments that can have a massive positive impact on your career, and it can help you be more thoughtful and weary when you are confronted with critical decisions that can derail you as well.

Being aware of every decision and action is a huge key to success. Being aware of “the power of one” -- one great recruit, one big sale, one great idea at the right time, gives you a focus and sense of purpose that, like Raymond, can change your life and the lives around you for generations to come. Seize “The Power of One” in your life!