

## SUCCESS STRATEGY 5: MAINTAIN YOUR CORE VALUES IN WORDS & ACTIONS TO SUSTAIN LONG-TERM BUSINESS.

*"Try not to become a man of success but rather to become a man of value."*

Albert Einstein (1879-1955)

We are always concerned about quality of the product we purchase and we determine value of the product depend on the quality of ingredients present in the product. We assign value to every product on this materialistic world. Have you ever thought, "How much is my value?"

If anyone asks you, "How much is your value?" What will be your response? On the basis of what will you determine your value?

What are the ingredients or qualities will you consider to determine your value?

There are personal values, organizational values and there are core values. Personal values and organizational values changes from places to place, community to community, religions to religions and person to person. But core values or universal values are the same any where in this universe. Core values are most important ingredient to maintain long-term successful relationship.

The difference between personal values and core values are discussed in short on page number 50. Dressing, cultural practices, ways of greeting are some of the aspects of personal and organizational values. Some organization may prefer you to be in formal and some organization are OK with casual. Some religions and cultures expect you to cover your full body and others are OK with revealing dresses.

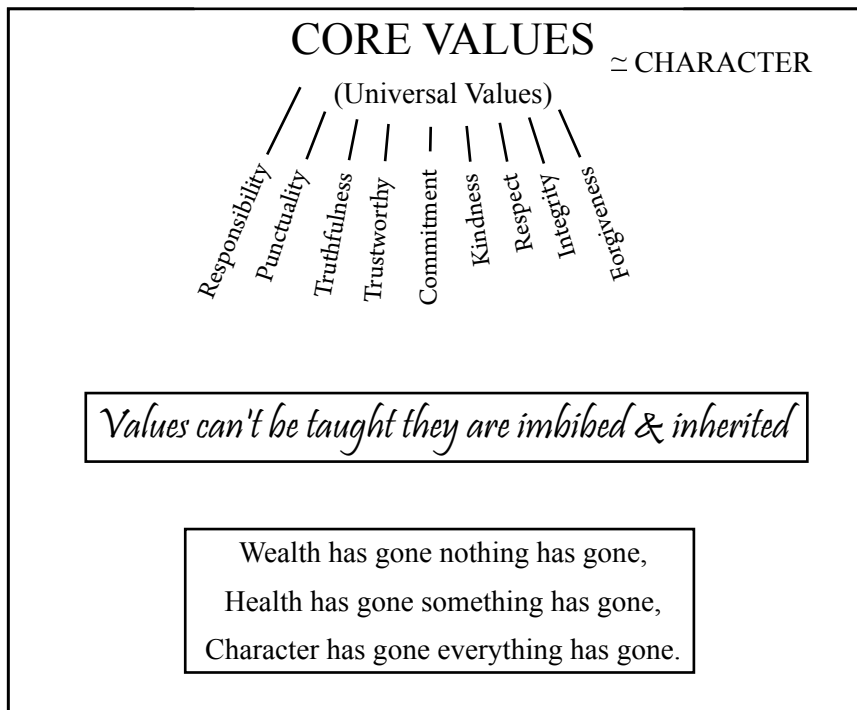
There can be many core values. The essential core values which I have experienced to maintain long-term successful relationships are commitment, responsibility, trustworthy, kindness, punctuality, persistence, integrity, gratitude and forgiveness. No relationship can sustain in the long run unless we practise these values.

A person's value will be determined on the basis of core values he maintains and the skills he possesses. More than the skills, the core values a person practises determine his position in our society. Core Values are like the roots of a tree and foundation of a building. The stronger and deeper are the roots of the tree, higher the tree can grow with stability. The tree

can face any kind of challenges like storm, flood & Cyclone; it will not be uprooted. The stronger the foundation of your building more storeys you can add on the top, otherwise the building will collapse. Some of the corporate houses are building their business without a strong foundation of core values and collapsing in no time, like Enron, WorldCom, Lehman Brothers and Satyam Computers. Same way the stronger are your core values you can achieve more success and happiness in your life. Leadership is all about maintaining core values such as commitment, responsibility, trustworthy, punctuality, persistence, integrity, gratitude and forgiveness.

People are carried away with external appearance like expensive car, beautiful decorated office, posh house and expensive jewelleries. The core values are like roots covered under the soil and can not be seen with naked eyes but benefits can be experienced in the long run. As these roots can't be seen with ordinary eyes, unless the other people around you have a long-term vision they may term you as fool and ignore you. This is the time to again remember and practise the four traits to sustain your ultimate success: Patience, Positive Attitude, Punctuality (Persistence) and Initiative.

### Leadership Development workshop Slide



## Role play

In workshop to have clear understanding about the role of the core values in our life I take the help of role plays. I will ask two of the participants to volunteer for this role play. Let the name of the Volunteers be A and B.

I tell the volunteers, “Let’s assume both of you are very close friend for long time. You have tried lots of options to become rich fast; but could not succeed. Currently both of you are working in this company (whichever company’s I am taking the training programme) as a ... (Whatever their positions in that company). During day time these are your professions which are known to everyone but night time you have a separate job- you break peoples’ house and share the revenue”

At this point I ask the other participants, “How much do they share?” Most of the response would be, “50 – 50”. To have fun, then I ask the volunteers, “How come, they came to know about your agreement?”

Then I ask the volunteers, “Whose house will you break?” Suppose they say ‘X’, then I say assuming A is very good in driving, “B will break X’s house and A will wait outside with the vehicle to run away.”

Let’s assume B got more than Rs1,00,000/- but B said, “I got only Rs.50,000/-.” How much will B share with A?

Its only Rs 25000/-.

Truth can’t be hidden for long time. There is saying, 'even walls have got ears.' In the social gatherings like this where all the members will meet, ‘A’ will come to know the truth. Let’s take this training programme event itself, X will definitely be sharing with others in the group that yesterday they had a house break and lost more than Rs.100,000/-. In this gathering who are present? Even the thieves are present.

A will come to know, though B got Rs.100, 000/- but shared only Rs.50, 000/-. Will their relationship be intact? Most probably A will break-up the relationship, because B has not followed the core values like Commitment, Trustworthy, Integrity, and Respect for each other agreement.

Though A and B’s personal values (stealing is OK) matches, still if they don’t maintain core values among each other, their relationship will break down. Even thieves have to maintain core values among each other to sustain their long-term relationships.

