

## NOTES

## 2. GREENER PASTURES

The story was the account of an African farmer who heard tales about other settlers who had made millions by discovering diamond mines. These tales excited the farmer so much that he could hardly wait to sell his farm and search for diamonds himself. So, he sold his farm and spent the rest of his life wandering the vast African continent, searching unsuccessfully for the gleaming gems, which brought such high prices in the markets of the world. Finally, broke and desperate, and in a fit of despondency, as I recall the story, he threw himself into a river and drowned.

***If the other pasture looks greener, maybe it's because it's getting better care.***

Meanwhile, the man who had bought his farm, one day found a large and unusual stone in a stream which cut through the property. The stone turned out to be a large diamond of enormous value. He then discovered that the farm was covered with them. It was to become one of the world's richest diamond mines.

The first farmer had owned, literally, acres of diamonds, but had sold them for practically nothing in order to look for them elsewhere. If he had only taken the time to study and prepare himself. To learn what diamonds look like in their rough state and thoroughly explore the land he owned. He would then have found the millions he sought, right on his own property.





The thing about this story that so profoundly affected me and subsequently millions of others, was the idea that each of us, is at this moment, standing in the middle of his or her personal acres of diamonds. If we will only had the wisdom and patience to intelligently and effectively explore the work in which we are now engaged, we would usually find that it contains the riches we seek, whether they be financial or intangible, or both.

**"To be able to shape your future, you have to be ready and able to change your paradigm."**

**Joel Barker**

Before we go running off to what we perceive to be greener pastures, let us make sure that our own is not just as green or perhaps even greener. You see, while we are looking at other pastures, other people are looking at ours! Someone once said, "If the other pasture looks greener, maybe it's because it's getting better care."

To my mind, there's nothing more pitiful, than the person who wastes their life running from one thing to another. Forever searching for the pot of gold at the end of the rainbow, and never sticking with one thing long enough to find it.

I vividly remember a great quote from Van Gough, "I dream my painting and then I paint my dream."

**What lies before you and what lies behind you are tiny matters compared to what lies within you.**

A man from a small town amassed a fortune starting with a single service station. In the beginning when things were tough, he would ask himself, each morning, "What can I do to increase my service to my customers?" Now he is retired, and his son heads up the large, complex enterprise that all started with a small service station. A daily question that will virtually guarantee success in any undertaking: "What can I do to improve my service to my customers?"

In order to become a professional in a world of amateurs, we need to study three important subjects:

1. Our company and the industry in which it operates.
2. Our job, and perhaps the next step upward in our career.
3. People, since successfully serving and getting along with people will determine our success or failure.