



February 15, 2009

Watco Team:

This week in continuing to focus on Wooden's "Pyramid of Success" I'll introduce Building Block #1 - Industriousness and planning.

Have you ever heard the saying that if something were easy, everyone would do it? Or if it were easy, what merit would there be in it?

How many times do we see people with great potential; intellectually, artistically, or athletically, who never develop beyond amateur level? Likewise how many times do we encounter people who lack the knowledge, skills or talents of others; but achieve success beyond those more gifted because they have a tremendous work ethic and remain focused on becoming the best they can become?

It's no wonder Coach Wooden defines industriousness as the first building block in his pyramid of success. As we learned last time, Coach Wooden's primary standard for success is not measured in comparison to others, but is defined by becoming the best we can be. The core of industriousness is grounded in our desire to become better everyday based on our ability to push ourselves beyond our own self imposed limits.

The second aspect of industriousness is planning. Coach Wooden teaches us that before we spend energy, we must understand where we are today and where we want to be at some future point in time. Then we must define how we expect to get from here to there in the most logical and efficient manner possible. This ensures that we act with a purpose and thereby, generate the best results from the energy we spend. Coach Wooden credits his planning and organization skills as the reason for his renowned abilities to teach. His practices were normally limited to one and a half hours but were executed with precision. There was no wasted time or energy and everyone knew exactly what to do and when, with great intensity. If he sensed his team was tired, he would reduce practice time because he understood that the energy they would spend would be less valuable than desired.

In the end, if people are to become all they can become, they must work hard with intention. Planning places effort where it is most needed. People who put these two components together have a firm foundation on which to build success.

The road to success begins with a commitment to become the best we can become. Second, we must honestly assess our abilities and develop a prioritized list of improvements we want to achieve. Once we have defined our priorities, we must understand our goals for improvement in each of these aspects and determine a plan for how we intend to accomplish our goals. Finally, there is no substitute for dedication and hard work. Our ability to become our best rests within each of us. Our success or failure is solely our responsibility. To follow on what Rick Webb said last week, we need to consider yesterday the 211th degree and today our efforts to improve will get us to the boiling point.

Watco is blessed with many great people. Thank you for all you do to care for our Customers, People, Communities and Company everyday.

A handwritten signature in black ink, appearing to read "D. J. ...".