

Don't be afraid of the truth

Encourage everyone – and I mean everyone – to be straightforward, to tell the truth, and to not be afraid. Without being straightforward, you can never make a difference.

How to make everyone a S.T.A.R.

One company had a return that equaled 5 times the cost of their investment in the program. Another company had a return that equaled 100 times the cost of their investment! It's a true story. I know, because both companies were clients of my firm. Both companies got a return on their investment, but I still felt both frustrated and perplexed that one had done so much better. The reason for the difference kept puzzling me—why would one company do so much better using the same processes?

What do you do with a toothpick?

Think about the last time you picked up a piece of trash on the sidewalk, helped your neighbor without being asked, or thanked a co-worker for critical but necessary feedback. These

are all small actions, but again, the sum is more powerful than the individual actions.

What is your difference?

In the past two decades, I have helped countless organizations improve their processes to find greater success. But over the years, something began to haunt me. I noticed that some organizations using the exact same process or methodology realized enormous savings, while others stumbled. I kept wondering, what is the difference?

A musician that made a difference

One of the most memorable days of my life was meeting my favorite musician, Pandit Ravi Shankar, the legendary Sitar Maestro. Nearly half a century earlier, George Harrison of The Beatles traveled to India to learn sitar from him. A friendship formed, and it reshaped aspects of The Beatles music. Likewise, Ravi's music had a huge impact on my own life.

Who made the difference in your life?

I recently attended an event that included bestselling authors, and wildly successful business entrepreneurs. But this one young man stole the show for me, and helped me understand what redefining success means.