



PRESTIGE BUSINESS

CRITICAL ATTRIBUTES FOR SUCCESS

HUMAN BEHAVIOURIST **DR JOHN DEMARTINI** LISTS THE MOST IMPORTANT ATTRIBUTES THAT ARE IMPORTANT FOR SUCCESS.

If a new CEO is being hired to run an established company and the company demands consistent, focused, innovative, and purposeful leadership to sustain or take over the pioneering edge of an industry, it is important to assure that the CEO is clear and inspired to do exactly that. They require the intelligence and skills, the heightened self-governance and the inner drive to fulfil the company's mission. This will increase the probability that they will be willing to work day and /or night and to do whatever it takes to get the long-term job done.

In 1984 I was in the process of hiring a manager for my company. I had narrowed down the last two candidates to a man and a woman. While interviewing the 54 year old gentleman, who entered with a briefcase, who looked the part, who was very strong, and who gave me a firm handshake, he sat down on the edge of one of my office seats. He looked alert and he quickly said, "Dr. Demartini I just want to let you know that I am really inspired by this job opportunity and I just know that I am the man for the job. I am looking forward to

taking this company to new heights."

I sat at my desk across from him and I had a blank business cheque from my company. I started to write "\$5 million" on the cheque. I noticed he was watching me. I wrote the cheque for \$5 million and turned it around so he could see it with his name on it and I asked him, "If I was to give you your first pay cheque, which is \$5 million, and you never had to work another day in your life, what would you do with your life? If you didn't have to work another day, what you do?"

He leaned back in his chair, relaxed a bit and he said, "Wow. If I had \$5 million right now, what I would do? My primary hobby is woodworking. I really love woodworking and I love making furniture. That is what I would do."

I got up and I shook his hand and said, "Thank you very much. That will be all." He was completely dumbfounded. "Did I get the position?" he asked. "No," I replied. "Dr Demartini, why did I not get the position?" he asked. "It's very simple," I said. "If you are such a good manager, but you haven't been able to manage your life so that you could do what you would really love to do, why would I let you manage





my company? He paused. “Wow, I can’t really argue with that question,” he said and walked out.

I hired the other woman for the position. A while later this same gentleman returned to my office and asked if he could have a brief second meeting with me. He sat in the same chair and said, “Dr. Demartini, I want to thank you for what you did for me three weeks ago. You changed my life. That question about receiving \$5 million shocked me and hit me right between my eyes. I decided that night that I have been sitting around looking for the right position when the real truth was that I wanted to make furniture. I decided that night I was going to start a furniture manufacturing business and I have now done it and I already have acquired clients. In three weeks I am already on my way.” He then proceeded to give me a gift of some wooden Kleenex holders that he within his new company had made for my office that perfectly matched the woodwork and staining in my office.

He stated; that now he was truly

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inspired to get up in the morning and he was willing to work whatever hours that it takes. He was ready to live his dreams. Nobody had to get him up in the morning. Nobody could stop him in his creativity. He was inspired.

Trying to apply for a job that is not congruent with your highest values is not wise nor what your heart and soul and life’s focus is all about. It’s not enough just to be a called a leader or be in a business just for security or for power. You might temporarily appear to succeed in the company, but you are not going to lead it to be one of the great companies. You are not going to take it to the heights it is capable of reaching unless your heart and soul are fully into it. That requires your highest values be met by

most (80+ %) of your job description.

So when you are hiring somebody, make sure that whoever you hire that they have their job description truly congruent with their highest values so that whatever they are going to do, as well as whatever direction they are going to take the company and whatever vision they have, that it’s in alignment with their true highest values and dreams. If they are not, you will have more challenges building a great company. 🏰

Dr. John Demartini is a human behaviour specialist, educator, author and the founder of the Demartini Institute.

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