

The Story of the Rooster and the Hen

You never know where you will get your *inspiration* from. I heard a message on television last week that really made me think, more positively, about how to survive in today's tough economy. Being self-employed and a sole-proprietor, I look for inspiration and motivation where ever I can get it (usually from books, CDs and audio-tapes).

Please first read the following story titled "The Rooster and the Hen"

The Story of the Rooster and the Hen

Said the Little Red Rooster: *"Believe me, things are tough....It seems the worms are getting scarcer and I can never find enough."*

"What's become of all those fat ones...It's a mystery to me? Though there were thousands in that rainy spell...but now where can they be?"

But the old black hen who heard him ...did not grumble or complain. She had lived through lots of dry spells...she had lived through floods of rain. She picked a new and undug spot... the ground was hard and firm...

"I must go to the worms," she said, "the worms won't come to me."

The rooster vainly spent his days, through habit by the way, where fat round worms had passed in squads ...back in the rainy days. When night called out and supper-less, he growled in accents rough....

"I'm hungry as a fowl can be, conditions sure are tough."

But the old black hen hopped to her perch and dropped her eyes to sleep and murmured in a drowsy tone....

"Young man, hear this and weep...I'm full of worms and happy for I've eaten like a pig."

"The worms are always there... but boy, I sure had to dig."

I thought this story was a great metaphor that illustrates today's business environment and something that you can do about it "*dig where you haven't dug before and dig deep*".

Here are the messages that I received from this story:

Times are tough; the worms (business) are (temporarily) getting scarcer; everybody's wondering *what's happening...* and *what's going to happen*; those who have been through tough times before, realize that ..."*this too shall pass!*" and that they can not conduct business the same way during a drought (weak market) as they did during the rainy spells (up-market) when worms (business) were plentiful.

You now have to go to the worms (business).... because, in this weak economy, they will not come to you. Those of us who have not experienced a drought... through habit... will *vainly* continue to do the things they did when times were plentiful, and they will go hungry, close their business or get laid-off. Those that have been around a while know that *the worms are always there.... but boy, you have to dig and dig deep*.

What a great story and metaphor for today's business environment. It's time to go back to basics. **Gone are the days** (for now) when all you had to do was "*just enough to get by*" and still be successful. If we are going to survive these tough times, we're going to have to *pick new and undug spots and dig deep*.

We must also: (1) ensure our attitude is positive, (2) sharpen-up our marketing and selling skills, (3) reconnect and enhance our previous customer relationships, and (4) provide extraordinary customer service with each and every contact with our customers, old and new alike.

Whenever Vince Lombardi's (famous football coach) team lost (not often), at the beginning of the new season, he would say to them "*this is a football*" ... and they would go through the basics all over again. We must do the same.

Another message I received was that it's time to go back and do the things you did (dig deep), when you **first** got into your job or opened your business, that made you successful ...work hard and dig deep.

Don't Give up... Don't Give in Never, Never, Never Quit!

Don't give up is a message that I repeat to myself often in times like this. One of my favorite sayings is: "*You can be pitiful or you can be powerful, but you can't be both.... it's your choice!*"

Choose To Be Powerful.

I hope you enjoyed this story as much as I did and that it inspired you a bit to "keep on...keeping on", in spite of this weak market we are in.

This Too Shall Pass

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