

# THE EXTRA POINT

BY JERRY ROBERTS



## # 135 Everything Good Comes With a Price

So many kids today want things handed to them. This can include the career of their dreams. Handed to them? The word "earn" is foreign to many, and that's a problem. I'm Jerry Roberts and let's talk about how to get them thinking differently, today, on The Extra Point.

Bestselling management author and CNBC contributor Suzy Welch recently said one of the most common questions she is asked is "What's the number one thing parents can do to help their kids achieve career success?"

Welch raised four millennials and is the wife of Jack Welch, former CEO and Chairman of General Electric from 1981 to 2001, who led GE to more than 4,000% growth during his tenure.

The Welch's didn't coddle their kids and hand them everything they wanted. Suzy Welch says that like most kids, hers would sometimes "whine about the unfairness of life, or how much extra work it took to get an A instead of a B or a C."

Like many parents, she'd respond to those complaints with lectures about hard work, discipline and perseverance. Not exactly what most kids are hoping to hear. Particularly, the kids of wealthy, famous parents who were considered to be among the global elite. I mean, what good is it to have parents with great riches and the kind of business and social connections that defied belief, if you couldn't cash in on it — right?

The Welch's saw the danger in giving their kids access to great sums of money and influence, without having earned any of it. I've heard the same thing from some of Guam's richest people, and their kids. Those kids might one day inherit the business and wealth, but they would earn their position, working their way up from the bottom of the company. By the time they took over the operation they knew it from

top to bottom. These kids got a simple message that there was a direct relationship between putting in extra effort and achieving your goals. In Welch's words, "Everything good is hard."

What I tell my son is that everything he'll ever want will come with a price tag. Sometimes that will be in dollars, sometimes in sweat. Maybe sometimes in having to choose between two things he really wants. How much we want something is revealed by how much we're willing to give up to get it.

Welch said of her kids, "They didn't love hearing these things, but pretty early on, even by middle school, they began to see for themselves how a boatload of effort did tend to pay off."

The Welch kids are now adults and have been exposed to the normal adversities of working life, like job layoffs, bad bosses and difficult assignments. Despite these challenges, they've all found professional success, and she believes that's because they weren't handed a lot of shortcuts and an easy path.

Kids need guidance from parents and the right mentors. They need to learn responsibility and to be held accountable for their choices, and this needs to start early on. Let them learn to earn. Let them learn to properly value things, and relationships. If they do they'll have a great chance to turn out just fine.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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