

THE EXTRA POINT

BY JERRY ROBERTS



593 8 Great Quotations from Sir Richard Branson

Eight of the best quotations from the Virgin Group's Sir Richard Branson. I'm Jerry Roberts and that's up next on The Extra Point.

Sir Richard Branson lives for challenges. He has launched high profile businesses across numerous industries, including airlines, hotels, communications, financial services, renewable technologies, and even a space tourism company. His company, The Virgin Group, employs about 70,000 people worldwide.

Branson is usually good for a quote and he's given us several. Here's a selection to chew on, with a few comments.

1. One of my favorites, "Train people well enough so they can leave, then treat them well enough so they don't want to." If that's on your mind, call me and I'll show you how.
2. "If you're offered an amazing opportunity but you don't know how to do it, say yes. Then learn how to do it later." This attitude scares a lot of people, but Branson believes you grab opportunity when it's there and figure out the details later. Is there risk with that approach? Absolutely. But if you can pull it off, the rewards are waiting.
3. "Success cannot be measured in wealth, fame or power, but by whether you have made a positive difference for others." This is coming from a guy whose personal wealth is over \$4 billion. He believes in delivering value and building strong relationships.
4. "Every success story is a tale of constant adaption, revision and change." As Branson believes, the only constant is change. In my opinion it's not enough to accept change, I think it's best to go out looking for it.
5. "Education doesn't just take place in classrooms and university buildings, it can happen everywhere, every day to every person."

So true. Are you a student of your job and of your industry? What are you learning right now about your processes, your market, and what's around the corner for people who do what you do? There's always something to learn.

6. "The first thing to look for when searching for a great employee is somebody with a personality that fits with your company culture. Most skills can be learned, but it is difficult to train people on their personality." Make sure the person you bring into your company is a personal fit, then deal with the professional issues. Doing it the other way around has caused major headaches for employers.

7. "Just start. You will learn so many lessons just by doing." Somebody once said, "If you wait until all possible questions and concerns are satisfied, nothing will ever get done." Branson believes you get things going and a lot of the questions will be answered.

8. "If people aren't calling you crazy, you aren't thinking big enough." Do you remember when we talked about goals, and the importance of developing what we called "big hairy goals"? Goals should go beyond hairy, goals should be at least a little bit scary. Are your goals hairy and scary? Sir Richard Branson would tell you that if your goals aren't hairy and scary, and if people don't think you're a little bit nuts for pursuing them, then you're probably thinking too small. How can you go bigger?

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

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