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Timeless Growth Secrets

I had an interesting conversation today with the owner of a prominent orange grove here in Florida. During our conversation, he mentioned that he had grown up with plants - first, at a plant nursery, then at a fruit grove, before establishing a national produce corporation.

He mentioned that, especially in this time of economic difficulty, he has found that there are timeless truths to growing - whether it be a plant or a business.

"When the environment is challenging, you find that people's *reaction* to the challenge is what determines the health of the plant and/or the business. You can save a lot of money in the short term by not watering/fertilizing a plant when times are tough, but the natural consequences are almost always that it costs more to nurse it back to health. In fruit trees you can easily lose an entire season of fruit production - or even lose the tree altogether. The best long-term growth approach is to stay focused on the health of the plant/people/relationships. That is really the only way to ensure a healthy rebound when things get better."

These days, we should all rethink "growth" to not just include "getting bigger", but to be about growing our profit margins. Investing in our employees and helping them to better engage both customers and business improvements, we can grow in every way that matters - and naturally leads to survival...and success!

Isn't it interesting how nature can lead the way to success in our professional lives?

Think about it...but more importantly, act in it...today!