

LifeFOCUS

Discover the Power of Perspective

By Dr. David H. McKinley

MAXIMIZING YOUR R.O.I.

What is your return on investment?

"The only thing worse than training employees and losing them is not training them and keeping them."
—Zig Ziglar

Maximizing Your R.O.I. (P-R-O-D-U-C-E)

► Pray, Plan and Prepare

"Commit your work to the Lord, and then your plans will succeed." Proverbs 16:3

What do the following people have in common?

William Colgate (Colgate/Palmolive)
Henry Kroll (Quaker Oats)
William Proctor (Proctor & Gamble)
Wallace Johnson (Holiday Inn)
Robert Welch (Welch's Grape Juice)
John D. Rockefeller, Sr. (Standard Oil)
J.C. Penney (J.C. Penney Retailers)
Dave Thomas (Wendy's)
Truett Cathy (Chick-fil-A)
J.L. Kraft (Kraft Cheese)

All have published testimonies of committing their companies to the Lord and profit-sharing with God.

► Risk Action

"When you do nothing, nothing happens."

"Dreaming all the time instead of working is foolishness." Ecclesiastes 5:7

"Work brings profit, but mere talk leads to poverty." Proverbs 14:23

Two things that often keep us from risking action: procrastination, perfection.

"Procrastination is my greatest sin, it brings me great sorrow. I'm going to stop doing it, perhaps I'll start tomorrow."

"Anything worth doing is worth doing poorly."
—Tom Peters

► Organize Your Efforts

"Wise people think before they act; fools don't and brag about it." Proverbs 13:16

Proverbs 6:6-8 (Enroll in the "Ant Academy")

"Nothing is particularly hard if you divide it into small jobs." —Ray Kroc

► Develop Your Skills

"Since a dull axe requires strength, sharpen the blade. That's the value of wisdom, it helps you succeed." Ecclesiastes 10:10

Broaden Education. Work smarter, not harder.

Expand Efforts. "People and rubber bands have one thing in common: they must be stretched to be effective." —John Maxwell

Increase Experience—personal experience and people's experience.

"Plans go wrong for lack of advice; many counselors bring success." Proverbs 15:22

► Understand Margins

"Do not wear yourself out to get rich; have the wisdom to show restraint." Proverbs 23:4

► Cooperate With Others

Conflict is one of the primary productivity drains in the marketplace. Do you have a cooperative spirit or a competitive spirit?

► Endure

"Diligent hands will rule, but laziness ends in slave labor." Proverbs 12:24

"The average person goes to his grave with his music still in him." —Oliver Wendell Holmes