Try Local First – Love What You Do!

We all love local businesses, we love what the Chamber does on behalf of our business community, we love our employees and we love the concept of “Try Local First”….well you might say isn’t LOVE too strong a word…don’t think so…let me share something I recently was given as part of a leadership development program I subscribe to:

It all starts with love. Steve Jobs said it best, “The only way to do great work is to love what you do. If you haven’t found it yet keep looking. Don’t settle.”

When you love what you do you will embrace all the challenges, adversity and rejection to keep doing what your love. If you don’t love it you won’t persevere through all the obstacles to become great at it. The key then is to do what you love and love what your do. If, in your current job, you aren’t doing what your love then you can find things to love about what you do.

Love is also the greatest leadership and teambuilding principle, customer service strategy and sales technique on the planet. Regardless of title or profession to be human is to love and want to be loved.

Love is what separates good and great. Good teachers know their lesson plans. Great teachers also know and love their students. Good coaches know X and O’s. Great coaches also know and love their players. Good sales people know how to sell. Great sales people also love their clients. Good leaders know their vision and purpose. Great leaders also know and love their people.

It’s simple. Greatness is built with love and we subscribe that greatness begins with “Try Local First”! It is a way to show our community your “LOVE” and helping both your business and the community become great!