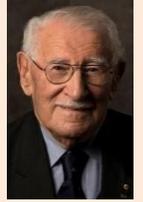




Wow! I'm humbled and grateful (as was John Blaine) at the warmth and regard so many of you expressed from last month's "profiles in excellence" that featured his perspectives. For me, the overwhelming message was the power that being humble offers us. As you may recall, in my opinion one of the tenets of excellence is "humility". Next month, I'll feature an interview with another exceptional person. I am certain that trends will emerge over the next 12 months and we'll witness common denominators in the characters I bring to this page. For the remainder of this bulletin, I'd like to explore the notion of HUMILITY and the role it plays in leadership, persuasion and life. I'll start with the gent to the right; Eddie Jaku. He wrote 'THE HAPPIEST MAN ON EARTH.' A Holocaust survivor, his humility was his salvation. Humble but NEVER humiliated.

### My New Friend, Eddie

by  
S Wren.



*I have a new friend and his name is Eddie  
He died this October at one hundred and one  
When he met his maker, I knew he was ready  
Through the joy that he'd brought and the good that he'd done*

*He "lived" (though barely) through the horrors of war  
Lost his family to the ovens of the Nazi regime  
Since then it was hatred he chose to ignore  
What life he had left, he then sought to redeem.*

*"Tell your mother you love her" you'd hear him repeat  
One day it'll be for the very last time  
Death need not be seen as defeat  
Time wasted on hatred is the only true crime.*

*So here's my message of friendship to you  
At a time when the world needs to hearken its call  
Relayed by my friend, Mr. Eddie Jaku  
Make some gesture of kindness, be it ever so small.*

**LEADERS:** For leaders or people who aim to be influential, humility is essential; as it lessens the 'noise' you make and highlights the actions you take. We all know that actions do indeed speak louder than words. They also resonate longer. Power tends to make people noisy because the ego component that drove the need for power, demands the shot of dopamine that comes with instant acknowledgement. Humble people are patient for the acknowledgement. When the most influential leaders do speak, usually what they have to say is worth listening to. That's because their humility makes them good listeners and they tend to observe rather than judge what they hear and see. Refraining from judgement creates trust. In the long term, it also creates loyalty. Best advice ever? When you're talking about someone who is absent, pretend they're standing behind you. The kindness Eddie refers to could be as simple as this example of diplomacy. Consider John Blaine's comment (and I'm paraphrasing here) about the preparation you do when no one is watching so that you get the results when everyone is watching. Examples of humility and its effect can be found in these quotations:

*"It is amazing what you can accomplish if you don't mind who gets the credit" H Truman. "Great leaders look out the window to assign credit and in the mirror to assign blame". J Collins "Never look down on anybody unless you're helping them up" J Jackson "Humility is not thinking less of yourself - it's thinking of yourself less". C S Lewis*



**FOLLOWERS:** For followers or people who aim to lead one day (and boy - do we need you!) know this; the best leaders first learned how to follow. They learned how to listen and observe - often without judgement. They follow orders questioning only when the morality of the order contradicts decency, fair play or can tarnish reputations. Here's a dilemma for you;

*One component that binds the four tenets of excellence together and is a common denominator in most of the great entrepreneurs, athletes and influencers is that they are goal driven. They are driven period! Being driven is great but without a goal, you're driving without a direction. Or worse, without a destination. As we move into the silly season, let's consider what we want for 2022 without waiting for New Year's Eve to think about it. Most resolutions are toast by February anyway. John's goal was to change his industry one customer at a time. The beauty of that is that's it's easy to measure and creates a cumulative effect.*

**1981: MELBOURNE CRICKET GROUND: NEW ZEALAND NEEDED 6 RUNS OFF THE FINAL BALL OF THE GAME TO DRAW. TREVOR CHAPPELL ROLLED THE BALL ALONG THE WICKET MAKING IT UNPLAYABLE. HIS BROTHER GREG - THE CAPT. ORDERED IT. THE WORST DAY IN AUST. CRICKET. THE LETTER OF THE LAW ALLOWED IT BUT WAS IT IN THE SPIRIT OF THE LAW? IRONICALLY, THE NAME OF THE SPORT WAS A METAPHOR FOR FAIR PLAY. GREG WAS WIDELY CRITICIZED AND RIGHTLY SO. AUSTRALIA'S REPUTATION WAS FOREVER TARNISHED AND THEY CHANGED THE RULES SO IT COULD NEVER HAPPEN AGAIN. "I WAS ONLY FOLLOWING ORDERS" IS A DEFENCE THAT HAS BEEN TRIED BEFORE. IT FAILED THEN TOO.**