



# Around THE WORLD

by Thad Combs

We all know it, but do we really practice it? The “People Business” that is. Whatever your business, your recreation, your hobby—if you boil it down far enough, you’re talking about people and relationships.

Sometimes we take for granted the many opportunities we have to make a connection with someone and make a difference in their life because they had contact with us. You might say “that is just plain silly—affecting every person I come in contact with? Right...” However, I think it is true. If you make the effort.

My grandmother recently passed away. At her funeral, several of us discussed how pretty much everyone who had contact with her thought they were her favorite—cousins, nieces, nephews, grandchildren, daughters-in-law, sons-in-law, children, mail men, bank clerks...the list went on and on.

Whatever role a person played in her life, they thought they were her favorite in that capacity. I would say she pretty much touched everyone she came in contact with—to such an extent they were able to verbally express the value they received from their relationship with her.

Can your customers, family, friends, co-workers, competitors, and fellow Limousin breeders say the same about you? I know

the bull buyer that comes to look at your stock nine times and still will not buy a bull can get on your nerves. Or the person who purchased your cheapest heifer last year and has called you at least one time a week for the past 52 weeks just to ask a question—or 200—can start to push your buttons. But in the long run, are you making a difference in their life?

I know I need to improve in that area. I deal with a large volume of people, but I am sure I need to make a bit more impact in many of their lives before they would comment about me like people did my grandmother.

While I am quite confident that if I were out of the cattle industry tomorrow, I would maintain many of the friendships that were created in this business, the question is this: Would those people feel they were changed by knowing me? My personal challenge is to make sure everyone realizes value through their contact with me.

So, I ask you to join me in the quest, for, say, the rest of your life! Truly impact the people around you by showing them value, respect and sincere interest in them. It might even bring an extra smile to your face knowing you really did practice the “People Business.”

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