

BIG THINGS HAVE SMALL BEGINNINGS

Learn to Play the Great Game

WES BERRY

WES BERRY is the host of a weekly radio talk show titled *The People's Voice*. He is also a successful business consultant who helped establish a retail franchise system which now operates thirty units in five states. Wes Berry built his own company Flower Delivery Express first as a successful brick-and-mortar business and then transformed it into a \$60 million online business serving millions of customers in over 150 countries. He retired from business in 2016 and since then has served on the boards of several non-profits and charities. Wes Berry's media appearances include appearing on *Fox News*, *Geraldo Rivera* and *John Stossel* and having articles published in *NPR*, *The Wall Street Journal*, *The London Times*, *Entrepreneur* and *Time*. Wes Berry is a graduate of Oakland Technical Center where he studied floriculture and agriscience.

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MAIN IDEA



Whenever you meet a successful leader, you'll probably be surprised to find they spend a lot of time and energy on the small things that most people gloss over or even neglect. Why? They know that if you take care of the little stuff, the big things will pretty much take care of themselves.

Therefore, concentrate on getting the little things right first and foremost. Keep reminding yourself that big things almost always have small beginnings both for better and for worse. Setbacks are always temporary so don't quit. Keep going and you win The Great Game.

"Just about every successful person I've met— and I've been privileged to have met quite a few— and every successful leader I've studied, has in some way or another borne out the same truth. That is, successful people seem to spend a lot more time and energy on small things that unsuccessful people so often seem to neglect. I'm here to tell you that, when you take care of the little stuff, the big stuff has a real nice way of taking care of itself."

– Wes Berry

"The great game is not just a single roll of the dice. Never! In this amazing country of ours, there is always a seat waiting for you at the next table. The trick is not to mind that it hurts when you get knocked down. Just pick yourself up, dust yourself off, and start all over again. The strength, the courage, the perseverance it takes to pick yourself up time and time again, to my mind at least, comes from having a good family and a good support group. That's the absolute key."

– Wes Berry



EXAMINE the playing field

KNOW the challenge of leadership

SEEK the needle in the haystack

EXAMINE the playing field Pages 2 - 3

To succeed in business, you've got to be ambitious. The trick, however, is to hit the right balance. Too much ambition can make you reckless and possibly even ruthless. You've got to want something better but at the same time understand your "Why". It's really your Why that will drive you to forge ahead when the going gets tough and when your first few attempts fall short. To get serious about playing The Great Game, find your Why.

KNOW the challenge of leadership Pages 3 - 5

To excel, leaders need to clarify where they need to head and then make sure they have the right people on the bus. The challenge of leadership is to make the right small beginnings which will methodically lead to the big things you're after. Set goals and targets, specify realistic deadlines and then get busy assembling the right people and the right tools to get the job done. Manage your time astutely so time becomes your friend, not your foe.

SEEK the needle in the haystack Pages 6 - 8

Recruiting the right people is also an absolute necessity. You've got to attract people who will take personal responsibility for their assignments and then keep expanding the importance of those assignments progressively over time. Learning how to identify the people who will assist you to build a successful company is literally like looking for the needle in the haystack. Recruit and develop high-quality leaders at every level of your organization.

