



The Success Secret No Guru Can Tell You

by Jeremy Nulik

It happened again yesterday. After about five minutes of conversation with my 5-year-old daughter, I have not only forgotten the subject of the conversation but am now beginning to question the very foundations of my being. I pride myself (perhaps too much) on an ability to carry on a conversation. I talk to people all day, and, to some degree, my paycheck is tied to how well I can communicate my thoughts and listen to others.

Yet, this small person has an uncanny ability to steer a conversation into a logic debate that would make Socrates blush. What happens during our conversation that causes an existential dilemma? Does she have special Jedi-like ability to control my thoughts?

Her secret can be found in one word: Why?

The reason conversations with her can be so challenging is I rarely (as an adult) examine things at the depth she is willing to go. I have had enough conversations with adults to know I am not alone. We trudge through life without considering why we do anything.

Why? Because “why” is difficult. It is messy, subjective and seemingly unproductive. “I don’t have time to ask, ‘Why?’ In case you didn’t hear, I am trying to run a business, and there is this whole recession thing.”

However, there are those who approach their business with a deeper conviction. One such person is Dale Furtwengler, the main source for our feature story.

Dale helps business owners that feel trapped by industry pricing to think differently about the value they bring to their customers. Most of his clients end up raising their prices (in any economy) to reflect the value that their product or service has. This increases revenues and makes businesses more profitable.

According to Dale, if every business owner were to follow his approach to pricing, “you would see a return to value propositions. Businesses would have more money available for innovation and hiring talented people. This is not about businesses making more money. It is about businesses having the financial wherewithal to innovate, provide higher levels of quality and service, to hire more people and to create incentives for higher education. When people stop getting higher levels of education, we will lose out in the world market.”

Dale knows his “why.” There is a deep conviction and sense of mission behind what he does. Oh, and did you notice it was not to make more money? For Dale, profits are not gained for profit’s sake. They are a means to achieving a vision, and he has fun doing it.

So, is knowing your “why” crucial to business success? I don’t know for sure. Maybe you can achieve success without asking these “why” questions, but how would you know when you got there?

What I do know is that it is something that no one else can tell you. Shoot me an email (jeremy@sbmon.com) and tell me your why, and I guess I’ll send you mine.

