
WHAT'S IMPORTANT | Volume I, Issue 2 | January 19, 2005

It gives me great pleasure to launch "What's Important." I have found this to be a universal concern. The phrase resonates with an infinite number of meanings. What's important is both a question and an answer, depending on the situation.

Recently I attended a meeting at a client's headquarters. The company had recently conducted a corporate training session, so the conference room was littered with manuals, charts were taped to the walls and the dry erase boards covered with notes. Amid the clutter were posters featuring inspirational quotes. The kind that make weak managers feel strong and office workers cringe.

But there was one that was different from the others. It has stayed with me. And its meaning becomes more clear to me the longer I consider it. It is by Charles Swindoll and it is called "Attitude":

The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think, say, or do. It is more important than appearance, giftedness, or skill. It will make or break a company, a church, a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.

We cannot change our past. We cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10 percent what happens to me and 90 percent how I react to it. And so it is with you. We are in charge of our attitudes.

Are you in control of your attitude or does your attitude control you? What can we do to keep our attitudes from standing in the way of our goals? Of what's important?

Email me at chuck@durakis.com to share your thoughts.

Thanks,

Chuck