

# Growth Guru Guild

A monthly newsletter for Growth Guru partners and friends  
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## Greed – Grace – Greatness

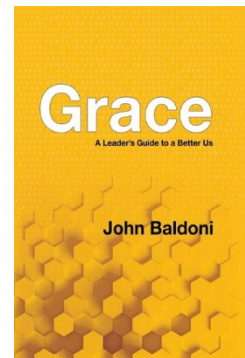
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***Greed and a lack of Grace keep leaders from Greatness!*** In part one of this series, we discussed the need to normalize your business with a proven process to grow and scale. We also suggested you develop a profit-sharing plan before you ever start distributing profits to yourself, your employees, and your community. We also talked about greed, or wanting more than one deserves. Greed can be insidious and ruin a company. Greed does not make us happy. Fulfillment comes when we lead with generosity, faith and trust.

Honestly, for me, this second part of this series was difficult to write. I've even started telling myself that it was a mistake for me to try and describe to the power of grace in building a great company. In my search for examples of grace, I reread "The attributes of grace" by renowned leadership educator and executive coach, John Baldoni. The attributes are described in his book, *Grace: A Leaders Guide to a Better Us*. His book tells stories of leaders making a positive difference in the world by devoting themselves to serving as agents of positive change.

**Grace – Great Companies are built by Great Leaders and Great Leaders drive positive change by GRACE.**

- **G – is for Generosity, the will to do something more for others.** More than necessary or expected!
- **R – is for Respect, the dignity of life and work.** Know team members as individuals--as humans trying their best each day. Honor them as equals.
- **A – is for Action, the mechanism for change.** Be a doer. Take initiative and make tough decisions.
- **C – is for Compassion, the concern for others.** See things from other's perspectives and empathize with their struggles.
- **E – is for Energy, the spirit that catalyzes all of us.** Be enthusiastic and passionate about your work and inspiring others to be their best. It's that special thing that moves our want to reality.



Each attribute is distinct, but each works with the others to make the notion of grace tangible and therefore actionable. To practice grace, make intentional choices each day to interact with the world with courtesy, curiosity, and goodwill.

**Growth Guru take-a-ways,**

- Is Grace an option? The next time you're ready to rip someone apart for a mistake, a failure, or having to leave early once again for a family emergency, ask yourself if grace an option in this situation? Can you approach it with curiosity and understanding instead of judgment?
- Giving grace results in reciprocity. Okay, there may be a few exceptions, but I see it happen again and again. It's a natural course of nature. People want to repay or pay it forward when they are the recipients of grace during a difficult time/situation.
- Exceptional leaders embody grace. They recognize the inherent goodness in people and foster an environment where individuals feel valued for their contributions and as individuals. And, importantly, they extend that same grace to themselves.

**If you would like more information about growing your company's Greatness, please contact our team.**

Sincerely,  
Rick Faber, Guru, and Founder