

Growth Guru Guild

A monthly newsletter for Growth Guru partners and friends
June 2024



A belated Memorial Day story – A change of pace for this month

“Because someone loves and misses this person very much”

In the 1960s, my family (parents Marv & Marilyn, sister Deb, and me) mowed a nearby cemetery in Middleburg, Iowa. It felt massive as a kid! We took two evenings a week, especially in the spring, to keep it looking good.

Today it doesn't look so large, but it does have approximately 300 or so memorial headstones. My sister tackled the open areas with a riding mower, while Dad and I wielded push mowers carefully around the stones. Mom would get down on her knees and meticulously trim around each with a manual hand clipper, and right before Memorial Day, we'd all pitch in for a thorough sweeping of each stone, to remove grass clippings, dust, and bird droppings.

I remember asking mom why we went through so much work for a bunch of dead people. She would tell me, “Because someone loves and misses this person very much”. Then she would take me to her family's gravestones and share stories of the family members memorialized there. My mom taught me to honor not just the departed, but also the living who miss them.

Now, almost 60 years later, dad lays restfully in that same cemetery we maintained. And I pray someone is carefully mowing and trimming around each grave and memorial stone, because “I love him and miss him”.

Today, let us honor those that have preceded us, fought and died for us, loved us, and taught us.



Suggestions from the Gurus:

1. **The Customer Lens** – The work we do is important, even if it's mowing a cemetery. There is always a customer, a real human, who needs us to provide a product that has the customer in mind.
2. **Culture Building** – If you want to build a strong positive culture in your business, honor and show respect for those that came before you and the current team. Share the stories of successes and learnings from the past.
3. **Story** – Nothing moves us emotionally as a real story can. Use story in your work; use story in your branding; use story in your training; and in your coaching with your team.

If you would like more information about culture building, storytelling, and providing service and products with the customer in mind, please call.

Sincerely, Rick Faber, Guru and Founder