

Leadership: Building Success

Dave Liniger is the founder of the—despite the current financial mess, incredibly successful over time and around the world—real estate company, RE/MAX. And Liniger has a one-liner that I really love. He says, “The person who buys the home—the ultimate customer—is not the primary customer. The person who is my primary customer is the person who works with/for me, who is serving that customer.”

And that’s a nice way to look at it. But what I really like is his translation into a very simple sentence. He says, “We are a Life Success Company. My business is making the people who work for me into successful human beings, and transforming their lives in a valuable and useful way.”

And so, the notion that I, the boss of a four-person training department, I, the boss of a 26-person distribution center, that when I come to work, my goal is to make those 26 people successful, is to make those four people successful. It is to turn their life into an extraordinary growth experience, because I don’t want to forget the bottom line, and if I do that, that increases the odds more than any single step toward serving the other customer well and making profit, blah, blah, blah, blah, blah.

“We are a Life Success Company.” I love it.