

Leadership: The Three H's

Howard, Hilton, Herb

If you understand the Three H's, you don't need to understand anything else about business success. The Three H's are what? Howard, Hilton, Herb. Howard Schultz, Starbucks, visits a minimum of 25 stores a week come hell *and* high water. Conrad Hilton, hotelier. At a retirement party, somebody said, "What's your secret to success?" And he said, "Always remember to tuck the shower curtain into the bathtub." Herb Kelleher. Southwest Airlines. People asked him what his secret to success was, and he, too, always had a one-liner: "You have to treat your employees like customers."

Howard, Hilton, Herb. What do they tell us? Stay in touch, sweat the details, and it's always the people. And if you can get, "stay in touch," "sweat the details," and "it's always people" down cold, then if you haven't gone the whole 100 yards with the football, you've at least gone 97.