

Brand You: Showing Up Matters

Woody Allen famously said, “Eighty percent of success is showing up.” It’s a lovely line, it’s a throw-away line. But it also happens to be a true line. Simply showing up *matters*.

Let’s drop Woody Allen for a minute and talk about the writing and drafting of the Constitution of the United States of America. In truth, it might as well be called the Constitution of Delaware as *used* by the rest of the United States. What am I talking about? The Constitution was drafted in the summer of 1787 in Independence Hall in Philadelphia. Because of the weather, because of various other things, there were almost never more than 30 people present in the hall at any point in time. Thirty people. States could name delegations of any size that they wanted. New York didn’t bother; they thought the whole thing was silly. Delaware had a delegation of five people. Okay? Well, some delegations’ members were there a lot. Some were there a little. Some went home for the weekend. Some went home for a month.

The Delaware gang: Every day, they came to work on time, they stayed late, there was no issue about it. They never missed a day from the beginning of the meeting to the end of the meeting. That is, there was a secret: Delaware people showed up. They constituted a stable group of five people among a group of *only thirty* who wrote the Constitution of the United States of America.

Showing up. It’s a wonderful Woody Allen line, and it’s also the way the constitution of our country was shaped. Showing up, per se, is a big deal. And, sometimes we don’t. So, silly and obvious as it may sound, please pay attention to it. It’s a big, big deal.