

## **Brand You: Build Your Legacy**

The great UCLA basketball coach John Wooden once said, “Make each day a masterpiece.” You know, that’s pretty strong language. You have good days, you have bad days. I have good days, I have bad days. On the other hand, it’s a way to think about things. A) Life is one day at a time, and B) when the day is done, the day is done, and you ain’t getting it back.

I use a slightly more mellow word, I think, than Mr. Wooden did, but it’s the same idea. What is your legacy from today? In a pragmatic standpoint, what did you move forward just a step or a half-step or a quarter-step? In a different way, how did you present yourself today? And then a whole bunch of other questions that you literally might ask yourself at the end of the day. And if you’re one of those kinds of people—which sometimes I am and sometimes I’m not—keep a little scorecard. You know, did the things you say at the meeting, were they really contributions or were they just piling on with somebody else? Were they really a little bit off-beam in a positive way or even a negative way? Did you reach, did you grasp? Did you do WOW?

But every day does have a legacy; every day can be a masterpiece. I’m far too old to believe in the tooth fairy. I have more than my share of crappy days, believe me. But the notion is, we build our track record—whether we are president of the United States or whether we are somebody who’s cleaning up tables at a little restaurant—we build it one day at a time.