

## Recitation C

### **There Is No Formula**

The main asset of almost any company is people. How do we get this asset to be as beneficial as possible for both the organization and the people themselves?

The first important step is to get the people motivated. They should dream of adventure, the destination and all that they want to realize with their lives.

Saint-Exupéry wrote, “If you want to build a ship, don’t drum up people to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.” It is the workers who must build the ship and the employees who must carry out the necessary changes within an organization to make it profitable.

How do you get them to do it if you’re a manager? You do it through motivation. The people must be motivated. They must perceive clearly their visions of what they want to realize for their family, town, company or country. They need to know what they should do today and tomorrow to make their dreams a reality. If people are motivated, everything else will follow. If they are not motivated, then you lose everything.

You must lead by example, no matter how difficult the decisions you must make. Words are cheap, and what counts is what you do. One can accomplish many things that are difficult or that people say cannot be done, as long as one holds the minds and hearts of people to inspire them to go the extra mile.

When people are motivated to perform, they can achieve remarkable things. Great people are just ordinary people with an extraordinary amount of determination. When ordinary people are determined to overcome their difficulties and prove what they can do, the results can indeed be great.

There is no secret formula for development, but there is one common denominator, the motivation of the people.

(313 words)