

Little hinges swing big doors

By Bob 'Idea Man' Hooey

As I travel North America I share a few basic ideas or messages with my audiences. I often tell them, "Once people fully understand the 'Why?' (*purpose*) the 'How's?' (*processes or procedures*) tend to take care of themselves." Simple little idea, isn't it? However, these little things seem to slip the grasp of many of our North American leaders. We tend to complicate things.

W. Clement Stone, who built a billion dollar *sales* organization out of the depths of the great depression (*early 1900's*) shared a key quote that has been close to my own growth and success. He worked with Napoleon Hill, who authored, *Think and Grow Rich*, published *Success Magazine*, and mentored Og Mandino, who authored motivational classic, *The Greatest Salesman in the World*.

Stone wrote: "***Little hinges swing big doors.***"

We publish a monthly e-zine (**Ideas @ Work! – Strategies for Success!**) which goes out to nearly 1000 people across the world. I shared this thought for our May 2006 issue. Somewhere in this ezine or the one last month, or next month, might be a "*little hinge*" just right for you at this point in your career, to swing open a "*big door*" in your career or life that might have remained stubbornly stuck until now. Perhaps something that will help you refocus or change your mind about something you need to do which will unleash your potential or help you complete a major project.

I just completed writing the copy for a book for a client. Finished the draft in April and the layout and creative art work done in May, with printing in June and distribution in July. The idea started with a little pocket sized edition which has grown to be a major undertaking. It will also be a focal point in branding, training, new signage and promotion within their whole chain over the summer.

Entrepreneurial leaders constantly search and are open to finding the next "*slight edge*," the next profitable idea, or "*little hinge*". I do too!

"It's the little things that make the big things possible. Only close attention to the fine details of any operation makes the operation first class," offered J. Willard Marriott

What little hinges have you applied in your life to open big doors or opportunities? What hinges have you used to leverage your skills and expertise to better your career, company or community? What is next for you?

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