



## **Optimism Is Virtue** **by Aaron Crowley**

“Extremism in the defense of liberty is no vice” was a campaign slogan during the 1964 presidential campaign that scared a lot of very nervous people. During the Cold War, this hard-line language seemed to many to be irrational, unnecessary, and even dangerous.

Allow me to make, what might seem to be, an equally irrational statement in view of this Cold Market: *Optimism in the face of bad news is virtue*. And quite frankly, there is much to be optimistic about in the coming months and years, for the owners, managers, and employees of stone fabrication companies.

Make no mistake, all will be tested and some will be found wanting. But most will survive and a select few will even grow despite the apparent recession. And the deciding factor between the companies that will fade away, merely survive and those who thrive during the coming months and years will be Optimistic Leadership.

So what Optimistic Leadership?

It is the choice to rise above the drumbeat of negativity in the news and ignore the naysayer’s who believe all is lost by adopting a positive attitude. A bright outlook on circumstances will inspire confidence and foster hope for those being led. With an upbeat outlook, genuine possibilities for growth and chances to achieve greater success are more visible because

It is choosing clarity over confusion and taking the right action. Getting costs in line with adjusted revenues is critical while maintaining absolute focus that the goal of business is not simply to survive. It is to make money by keeping the promise to the customer.

It is choosing to dig deep within and looking above for the nerves of steel necessary

President Ronald Reagan was a leader known for unrivaled optimism. He was fond of a story about two brothers of which one was an eternal optimist and the other a consummate pessimist. In trying to cure them both of their extreme outlooks on life, their parents and a psychologist carried out the following plan:

First they filled a room to the ceiling with toys for the pessimist. Upon entering the room, he broke down and cried. When they asked him why, he sobbed, "With all these toys, some of them are sure to be broken."

For the other brother, the optimist, they filled another room to the ceiling with horse manure. Upon entering the room, he clamored to the top and feverishly began digging with his bare hands. When they asked him what on the earth he was doing, he responded, "With all this manure, there has to be a pony in here somewhere!!!!"

Friends and fellow fabricators, there are ponies in this economy for those who are willing to dig. Lets all grab a shovel.