

## ABOUT LEADERSHIP

If you want a business to become profitable, I would say that you should not focus on the profit. When it comes to sales, I would say that if you want to hit your target, you should not focus on it! Do these ideas seem weird? Where did I get these odd concepts?

I learned them from farming.

I learned that if you want to become fruitful, you should not focus on the fruits but focus instead on growing a healthy plant. Kasi fruits are just natural by-products of a good plant. And the foundation of a healthy plant is a strong and robust root system.

The roots, though unseen, are the most important part of the plant. They determine how big a plant will be and how fruitful it will become.

The roots represent the plant's ability to stay put and absorb the nutrients around it so that it can use them to fuel its growth, and ultimately produce fruits. And so if the roots are the most important part of the plant, our abilities—which are built on skills and character—are the most important factors in business. But abilities cannot be gained overnight; they are nurtured and developed over time.

If you are a business leader or a sales manager, you must help the people you work with to develop and nurture their abilities.

When they joined your organization, most of your people did not have the necessary abilities you need in your team. But like you, they also want to succeed, kaya nga lang they do not know how. So if you want to succeed, you must be ready to spend time nurturing your people and developing their abilities because their success will be yours too!