



The Golden Rule in Business

Most people are great about applying the Golden Rule at home, with their neighbors, and at their place of worship. But in the "dog-eat-dog" business world, executives and companies tend to forget about it completely.

Mary Kay is living proof that you can run your business like you run your life — and still become a huge success. So how do you do it? Treat others like you would like to be treated ... in every aspect of business.

1. P & L Means People And Love.

Remember — your people are always more important than your profits and losses. Profits are important, but if you treat people right, they will work more efficiently and the money will follow. Helping people be happy in their jobs is the most important thing!

2. Customers Need Love, Too!

Treat your customers well, and you'll have customers for life. If you give them good value and exceptional service, they'll reward you with repeat business and referrals. See how this works?

3. Stop Seeing Dollar Signs.

If you treat a customer like a potential sale instead of a person who can benefit from your products, they'll know, and they'll immediately be turned off by your insincerity. Never forget that there's more to this business than money. Mary Kay started her company to help women!

4. Be Strong, Not Tough.

Sometimes a good businesswoman has to exude strength and tenacity to prevail in situations. But real strength entails being considerate and supportive of people's feelings while enforcing rules or solving problems. No one likes a bully!

5. What's In It For Them?

Anytime you're talking with a customer or someone on your team, always look at the situation from their point of view. This will allow you to better understand where they're coming from and help you understand their needs.

6. Everybody Is A Somebody.

It doesn't matter what people look like, what they do for a living or where they came from, everyone is an important person. When you meet someone, imagine that person wearing a sign that says, "Make me feel important." Treat everybody like a somebody! And show them you appreciate them. It will improve their performance, but it's also the right thing to do.

7. Respect Is Key.

Remember, everyone's ideas are important and necessary for a successful business. Being treated with respect is something everyone deserves and needs.

8. Walk The Walk.

You can't just put the Golden Rule in your mission statement you have to live it every day! Your actions speak so much louder than your words. And when you show that you're a business with a conscience, you'll be surprised at how much more successful you'll be in all areas of your life. According to Mary Kay, "These vows (The Golden Rule) are not just idle words. At Mary Kay Inc., they are how we live."