

1st mistake: Believing they own only 1% of the shares - when in fact they own the company. Find out how ...

99/1

The concept of 99/1 means when you are working for a company, or when you are running a company, you want to believe that *you* own 99% of the shares. This means you practically own the company!

Now what happens when you put the concept of 99/1 in practice?

Well, for instance, when you get out of the toilet and the light is on, you switch it off! Why? Because it is *your* money burning away. *You* own 99% of the shares. As the company belongs to you, you take care of it; you are also cost conscious.

When you see your colleagues discouraged about something, you go and cheer them up. They work for you – you own 99% of the shares.

When you see a piece of paper lying in the corridor, you pick it up. Someone may slip on it and break a leg.

In other words, since you own 99% of the shares, you are going to pay closer attention to the company and the people working in it.

But what happens if you practice 1/99 – meaning you own 1%?

1/99 would mean you own only 1% of the shares. If you believe you own 1% of the shares, unconsciously you are not going to care that much. Why should you, since the others who own 99% are going to reap most of the benefits?

If we start having this attitude, we simply are not going to care that much for the company we work for.

When it happens, three items on the balance sheet go bananas: administration costs, operating expenses, and fixed assets.

You will hear chief executives wanting an extra secretary, a chauffeur or an assistant – and administration costs get blown-up. You will hear salesmen wanting to travel first class, and lunch at expensive restaurants.

You will hear things like: *"Don't worry, let's put it on the company bill."* After all, the company should be paying for it. And operating expenses go bananas! You will hear others wanting the latest machines. Claiming for brand new offices. Let the company pay for it! And fixed assets get blown out of proportion.

When these three items go bananas – what happens to profits and reserves?

Zero! The company has no money. And when it is faced with a crisis, the company is often found standing on jelly legs. It simply does not have the financial strength to withstand a crisis.

Worse, the morale of the company would be at rock bottom because nobody cares. In everybody's minds, they all own only 1% of the shares. They are practicing 1/99 – instead of 99/1.

99/1: All for one and one for all!

The fact is, when we work for a company, we actually *own* that company. Where do we get our money to buy our clothes?

From the company!

Where do we get our money to buy food to eat?

From the company!

To pay for our rent?

From the company!

To pay for our gasoline?

From the company!

To send our kids to school?

From the company!

Where do we get our money to go on vacation?

From the company!

So, we own the damn company. But if we practice 1/99, we are simply not going to care for the company that we depend on – to stay alive!

When we practice 1/99, we are in fact committing hara-kiri. We are killing the cow that is providing us with the milk.

99/1 means we own the company we work for, and we should therefore be taking good care of it.

If we reason further, 99/1 also means we own the country we live in and we should take good care of it. We own the world – and therefore we shouldn't pollute it – or risk having freak weather conditions and natural disasters.



Managerial, Professional & Personal Development

3 Rue Albert Walter, 93430 Villetaneuse - FRANCE.

Tel.: +33 1 48 26 29 64 Fax: +33 1 48 26 20 75

info@maximizeyourpotential.info