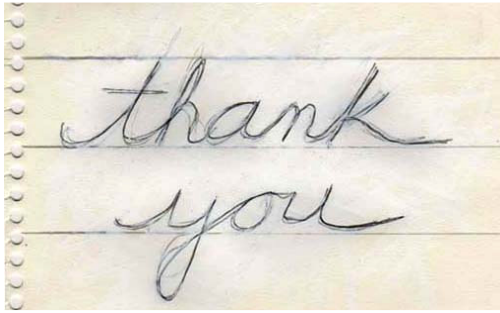


IT'S ALL ABOUT THE LITTLE THINGS



I was very fortunate to meet and talk to a dynamic young man who is making a big difference in the world. He is working against the odds to raise an unheard of amount of money for a fantastic cause. After spending some time with him I have no doubt that he will do it.

We were chatting and he told me that he had already raised an enormous amount of money for this same charity over the past two years. In fact in 2009 he was the single largest fundraiser in the country (www.team100k.org). I was impressed and thought about how grateful the charity must have been for his efforts. He told me that in neither of the last two years did he even receive an email to say 'thank you'! Can you believe it? I mean how much time and effort would be involved in sending a simple 'thank you' in appreciation of the immense commitment and significant sacrifice of time and resources?

The even more impressive thing about this guy is that he continues to raise more and more money every year for this same charity because it is a great cause – certainly not because of the appreciation and recognition he gets! How many people would keep giving when getting no appreciation in return?

He then told me another little story about how he organised \$100 worth of temporary tattoos for members of the fundraising group to wear on the day to increase awareness of the charity. This was a tiny job for the company that provided the tattoos and they certainly did not make a massive profit, yet they went out of their way to hand write a 'thank you' note and send it to him. Wow! What a difference! This tiny investment of time and money will produce a massive return for a long time for this company. They will not only continue to get his business, but I am sure will get ongoing referrals as a result of this simple little act.

Little things make all the difference



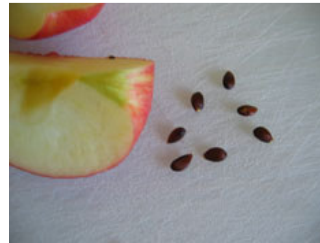
I am not going to blow you away with ground breaking news here! This is something we all know, but the question is; are we all taking advantage of this simple principle. If I were to say that by focusing more on little things then our lives would change significantly - would you believe me? If not think about how good it feels when someone smiles at you, compliments you on a job well done or says 'thank you' for helping. It feels good doesn't it?

If someone else makes us feel good about doing a job well or for helping them or because they appreciate us, then aren't we far more likely to keep doing things for that person, boss or organisation? I think the answer is a big fat 'YES' – I know it is for me anyway.

Plant a little seed and a huge crop will result

If it is true for us then it must be true for others. The small investment of time we take to give encouragement, acknowledgement, recognition, gratitude and love will come back in abundance.

How many seeds are there in a single apple? We could probably count this quite easily as it is a finite number. But, how many apples are there in a single seed? We could never know as this is infinite because every apple that comes from one seed contains more seeds that will produce more apples and it will go on forever!



How many smiles will come from giving a single smile and how many people will feel better about themselves as a result? How much extra effort will come from a single 'thank you' or pat on the back? How much love will come from a single kiss, hug or note that says 'I love you'? How much more business will come from that special little simple touch with each customer? How much can be done in the world from giving a little bit of time or money? Just like the apple seed, the potential is infinite!

Get excited about 'just a little bit extra'

I am not talking about huge amounts of time, money or knowledge. The difference between 'ordinary' and extraordinary is 'just a little bit extra'! What I am talking about is for us all to be more aware of the incredible significance and impact of little, seemingly insignificant acts. If we really believed that, just like the apple seed, one deliberate act of kindness, encouragement, appreciation or love would produce an ongoing crop of abundance that could change the world, or at least our small part of it, would we get excited?



I am excited just thinking about the possibilities! Who could we send an sms to letting them know we value them? Who can we smile at and encourage? Who could we say 'thank you' to? Which clients could we recognise? What little extra could we add to our product or service? What little extra could we do to make our partner feel more loved? What small step could we take to be healthier and fitter? What could we give a charity or worthy cause? The possibilities are endless.

If we get the little things right, the big things will take care of themselves