

## Moral Failure

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We all fail. It is a fact of life. Regardless of what we try to do, there is going to come a time that we fail. It is unavoidable. But because we fail, does not make us failures. We learn from our failures and we go on. Equally, we do stupid things. It's just being human. We may insult a co-worked, walk off our job in anger, yell at other drivers, and so forth. Not smart, an error in judgement yes, but it does not ,make us stupid. We just do stupid things. And we sometimes just fail. However, when we bring them both together, failure and stupidity, we could have a recipe for disaster. Sometimes our failure to reach our goals move us toward doing whatever we can to succeed. For instance, one of the biggest, most publicized issues in professional sports are steroids. They apparently give athletes an edge. But it is cheating. Yet that doesn't stop athletes from doing them. In fact, steroids are dangerous. They can lead to a host of early medical problems, sometimes resulting in premature death. But athletes, despite the risks, continue to take them. But the bottom line is that is is cheating. While we can recover from our every day failures, it is far more difficult to recover from moral failures. They are the worst kind of failures. The point here is that during these tough, economic times, you may be tempted to do things that you have not done before to succeed - to have money in your pockets, to be able to pay your bills. If these things involve hard-work and determination, then go for them. But if you find yourself in compromising situations, with that little voice inside of you telling you that what you are doing is wrong, then stop it. Because keeping a house, or keeping a car, or keeping a job, is never more important than keeping your reputation intact. Don't compromise who you are or what you stand for to make a fast buck, just because times are hard. They have been this way before, and one day, some years down the line, they will be this way again. In comes and goes. But moral failure lasts for many years to come. Just ask Pete Rose, or Marion Jones, or Jose Canseco, or Ben Johnson, or Kenneth Lay, and so on.

Make sure that the Golden Rule is alive in well in all areas of your life - including your business life.