



The Premier Association of
Financial Professionals®

MDRT Minute

Daily Vitamin C's

Don Meyer was in the middle of a successful basketball coaching career when he was involved in a serious car accident in 2008. Surgery to treat some of the injuries also uncovered a diagnosis of a slow-growing but inoperable cancer. Unable to speak, he wrote on a notepad to his family to ask when he would be able to return to coaching.

His tenacity led the sports broadcasting company ESPN to acknowledge him with the Jimmy V Perseverance Award during the 2009 ESPY (Excellence in Sports Performance Yearly) Awards. Coach Meyer shared his “five daily vitamin C’s” that took him to the top and explained how MDRT members can adapt them to find greater success.

Concentration

Concentration is the ability to focus and make the main thing the main thing. When you meet with a client, make them feel like they’re the most important person. To develop concentration in your work, use Sunday as a deadline for planning the next week’s activities. Don’t go into a week without a weekly plan.

Courtesy

You can tell a lot about a person by watching them interact with the very old or the very young. How do you act when encountered with someone who needs your help and has nothing to offer you?

Communication

Work diligently to improve communication with clients and members of your staff. If you have a team or a group of people who don’t communicate openly, you have people who are scared.

Compete

To adopt a winner’s attitude, concentrate on what’s in front of you — not what has already happened. Great golfers focus on playing the shot in front of them, not rehashing the shot they just took. The difference between winners and losers is a willingness to accept responsibility. A loser will say, “Why me?” A winner will say, “What do we do now?”

Consistency

We control whether we’re surrounded by mediocrity or greatness, so we get what we accept or tolerate in our lives. If you’re having high turnover with staff or are receiving poor work from them, check to see whether you’re setting an example of mediocrity.

Don Meyer, Ph.D. is the former head basketball coach for South Dakota’s Northern State University. Coach Meyer currently holds the record for the most wins in the National Collegiate Athletic Association with 923 victories. Meyer retired from coaching in 2010 but continues at NSU as a Regents’ Distinguished Professor and assistant to the president. His entire 2011 Annual Meeting presentation is available at www.mdrtpowercenter.org.