

# Developing a New Dimension - Serving Others Breeds Success

By Paul J. Meyer

Victor Franco, an Austrian concentration camp survivor, once said, "The experience of life shows that man does have a choice of action. There are enough examples of heroic nature that show that apathy can be overcome...everything can be taken from a person but one thing - the last and greatest of human freedoms: to choose one's attitude in any given set of circumstances."

What comes ahead of any action is an attitude. Positive attitudes drive your desire and empower your creativity while negative attitudes stifle creativity and achievement. Thus, your success in life depends almost entirely on your attitude. And perhaps the most important attitude you can possess is the desire to be a servant. In life and in business, those without servants' hearts lack credibility. People know if you are insincere, so a servant's heart must be without a false front. Serving breeds success, and it begins with sincerity.

*Do you sincerely want to help others in your business, or are you just trying to make money?* If your goal is only self-propagation, then your business will eventually take a downward turn. Sure, you may find temporary success. You may even make a great deal of money, but you will lose respect and, eventually, business.

However, if your primary goal in your business is serving your clients, then your business will thrive. Clients know you appreciate their business when you follow up with personal attention. Einstein once said, "It is high time that the ideal of success be changed and become the ideal of service. Life's greatest pleasure and satisfaction is in the gift of giving. And the greatest thing you can give is yourself."

The Bible says it this way in Matthew 20:26: "**Whoever desires to become great, let him become a servant.**"

Serve other people *because you love people* not because you are expecting return. If you possess a servant's heart in business, then you:

1. Genuinely care
2. Desire to serve
3. Believe in what you're doing
4. Like what you're doing
5. Pay attention to details
6. Are constantly a student, always learning
7. Demonstrate character, integrity, and honesty
8. Make doing business with you a pleasure
9. Do more than you get paid for
10. Look at life with a new kind of vision

When you approach all of life with this attitude, *people will notice!* Undoubtedly, **serv-ing others is the catalyst for change both in your business and in your world.** It is the only path to lasting, satisfying success!

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Paul J. Meyer has been serving others ever since he was a young man in the Eagle Scouts. He now serves as director to more than a dozen community civic organizations. Additionally, he has been instrumental in establishing four charitable foundations that counsel disadvantaged youth and provide them with scholarships. The recipient of many honorary doctorates and countless awards, Paul J. Meyer has empowered millions to use what lies within them to become their best. To learn more, about *Developing a Servant's Heart*, visit [www.pauljmeyer.com](http://www.pauljmeyer.com)

