How to Have a (Mostly) Great Career…The Rules of the Road

Bob Marcusse, CEO (retired)
Kansas City Area Development Council
913.522.1785
Rjmarc50@gmail.com
Seize the moment, ask for the ball, and be prepared to move

“There is a tide in the affairs of men…”
Hire (or partner with) people better than you
Never confuse Activity with Achievement… be accountable!

“try? There is no try; only success or failure”
Empower your board
Innovate whenever you can
It’s about the deal
Shine the light of success on others; accept blame yourself
Don’t spike the ball until you cross the goal line
“The two most important days of your life are the day you are born and the day you discover why.”

Mark Twain
RJM Strategies
Bob Marcusse
Rjmarc50@gmail.com
913.522.1785