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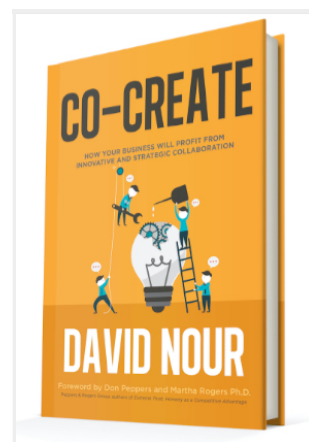
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Never, Ever Stop Growing

Guest article by David Nour

At the **mhca** Winter Conference where I spoke about Relationship Economics, one of the attendees asked about my new book, Co-Create, and specifically asked, "How do you keep your thinking fresh?" My answer was, "I have an insatiable drive to never stop growing." You may think this is a bit like telling a job interviewer that my biggest weakness is, "I work too hard," but it's 100% true.

Ever since, I have been thinking about how this mindset has permeated my professional and personal life. As you may know, as a boy, I came without my parents to the United States from Iran to live with distant relatives. My choice was stark: either grow or quit. My desire to learn, to seek out new insights, and - mostly importantly - to establish new relationships - not only took me through years of uncertainty, but also led to the skills that have powered my career.



soft, nice-to-have skill. I know differently. When you have close to zero relationships at an age when your peers are still safe and sound at home, you realize that nothing matters more than strong relationships.

But if you take this subject serious, each new relationship comes with significant obligations. Before accepting the privilege of visiting someone in his or her office or home, I take the time to learn and see the world through that person's eyes. This is not a "tactic" or "strategy". It is rooted in my curiosity, my desire to growth, and in the value I place on strategic relationships.

Do you know what I mean by strategic?

Every day, you encounter a random assortment of people. Most of us have more acquaintances than we can remember. But you can make a real difference in some of these lives, and vice versa. Your son's best friend or your daughter's favorite teacher are worthy of your interest and attention. Likewise, is a business contact who shares similar values and aspirations with you.

Strategic relationships are the ones that really matter. For example, I especially crave relationships with two types of people. One are those people who can benefit significantly from my skills and experience; in helping them, I accomplish my purpose in life. The other are people from whom I can learn. If you can teach me something new and valuable, I will follow you almost anywhere.

To me, "never stop growing" is close to an inscription deep inside my brain. I'm genuinely terrified at the prospect of no longer growing, or even of slowing down my growth. This drive is the fuel for everything I do.

Online, you discover a lot of articles that encourage professionals to adopt a growth mindset. They make me smile, and perhaps a little sad. If someone must convince you to adopt such a mindset, you will never be very good at growth. It should be such a fundamental part of your genetic makeup that failing to grow is like failing to eat or sleep; it just isn't conceivable.

We've heard it before, but it bears repeating - there is no stasis in

support their continued personal and professional growth.

We hope you enjoyed this article from leadership adviser, popular speaker and author David Nour. Thanks to CMT - a Relias Learning Company, we were able to distribute Nour's new book, *Co-Create*, at our Spring Conference in Cincinnati. If you were unable to attend and would like a copy of the book, a few copies are still available for distribution to mhca members - just email me at lparizek@mhca.com to request a copy. Supplies are limited and requests will be filled only while supplies last.

I would also love to hear about topics you would like us to cover in future editions of the Monthly Minute. Your feedback is appreciated!

Sincerely,

[Lonnie Parizek](#)

Director of Communications & Membership



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