



ASPEN FAMILY BUSINESS GROUP, LLC

DEEP RELATIONSHIPS. ENDURING LEGACIES.

If

by Joe Paul

Rudyard Kipling's poem 'If' was written as a message about leadership from a father to his son. However it is a message that any elder could give to any young adult. It is an especially good advice for a successor in a family business. It is about character, clarity, competence, commitment and courage. Is there a young man or woman in your life with whom you can share this timeless wisdom?

If you can keep your head when all about you

Are losing theirs and blaming it on you;

If you can trust yourself when all men doubt
you,

But make allowance for their doubting too;

If you can wait and not be tired by waiting,

Or being lied about, don't deal in lies,

Or being hated, don't give way to hating,

And yet don't look too good, nor talk too
wise:

If you can dream -- and not make dreams
your master;

If you can think -- and not make thoughts
your aim;



If you can meet with Triumph and Disaster
And treat those two imposters just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build 'em up with worn-out tools;

If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on!"

If you can talk with crowds and keep your virtue,
Or walk with kings -- nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run --
Yours is the Earth and everything that's in it,
And -- which is more -- you'll be a Man, my son!