



## **iQuestions Faculty, John D. Beckett**

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Question:

Do you find that there is tension between profits and people?

Answer:

One of the things we wrestle with in business is that tension between profitability and how we treat people. If we just look at the bottom line, then we're going to end up with people being viewed as a commodity, and that's really devaluing people.

I just have found that if we put people first, the bottom line, the profitability of the company, begins to take care of itself. So, it's not the primary driver. Attentiveness to our people is the primary driver.

I think Jim Collins in his book *Good to Great* really got it right when he said, get the right people on the bus, and then give them the kind of cultural environment where they can prosper and flourish.

Occasionally, you have to get the wrong people off the bus, but it's really building a culture where people build the business.