

# passion for business

by Ken Banks



**Success in Business.** I am often asked, after twenty eight years as an owner of a successful construction / development company, *what are my principles of success?* In this article I will talk about two; how I stay motivated and the principle of thought and belief.

**LEGACY (motivation)** In my life, I often consider my legacy as an African American living in America . I think about the lives of my ancestors in this country who lived the harshest of lives imaginable with one thought in mind; that their children might live to see a better day. And here I am today, with opportunity afforded to me from my ancestors. How can I fail them? How can I take for granted that which they sacrificed for me? Are things perfect? No they are not. Are they always fair? No. But can I succeed? The answer is an unqualified, absolute yes! I am the link between that which has occurred and that which is yet to become. I will do whatever I can to be a strong link and not dishonor my heritage.

So, when I feel the pressures of business or there is a setback of one kind or another, I think of the lives of those whom I can never equal in sacrifice. And I am then inspired to reach higher, to achieve greater, to give more. There are many other motivating factors but to me, there are none greater than this.

**THOUGHT AND BELIEF (principle of success)** Another guiding principle that keeps me passionate is the power of thought, belief and manifestation. In other words, the ability to plan for something in the future, work consistently toward that goal and have complete faith that the plan, at some future point, shall become real.

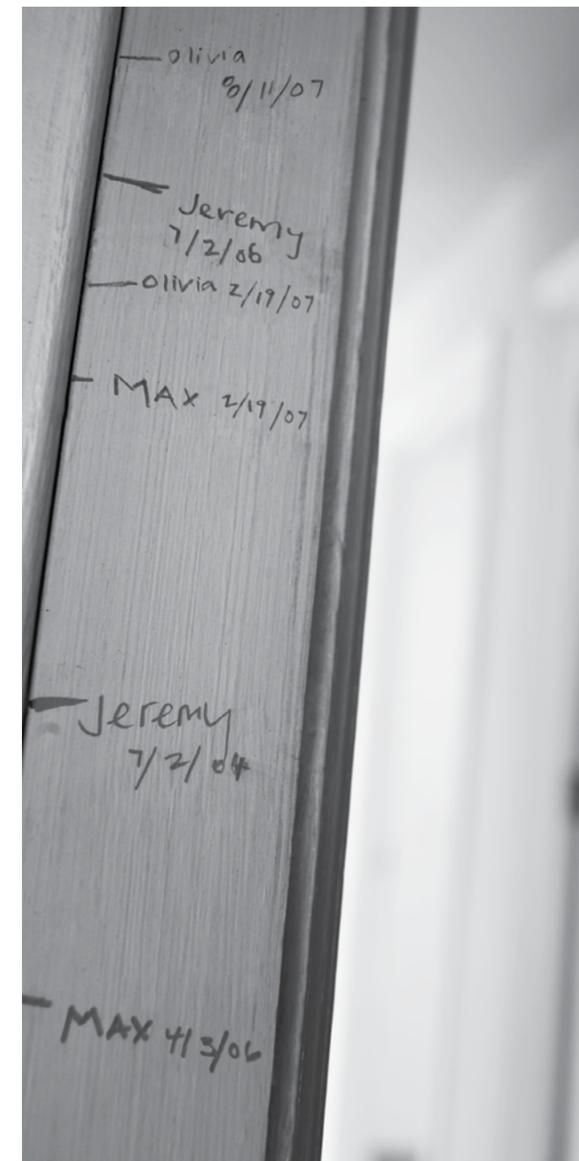
In my life, this principle has revealed itself to be true again and again. I remember when I first came to Baltimore in 1985 and learned the story of the inner harbor and was told that no African Americans owned property around the harbor. At that point I was determined to work toward that goal. Fifteen years later that goal was realized by the purchase of a 100,000 square foot building on Key Highway .

More recently our company decided to start a division that specialized in partnerships and joint venture agreements. We had an audacious goal of securing through those partnerships a billion dollars worth of construction projects. Incredibly, three years later, that goal was achieved and exceeded.

I have 15 principles of success but this is the foundation of thought that makes all the other principles come alive. I don't know why this principle works I just know that it does and here's a secret; the size of the goal is immaterial. The results are only constrained by the size of the dream.

These are my twin guiding stars, the first being the motivation to keep going and strive for excellence the second being that anything is possible.

In all endeavors there are those who want only to survive, there are those who desire to succeed and those who want to shine a million times brighter than a billion stars! And the beauty is this: The choice is ours!



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