

BACK TO WORK

After a couple of days in Fortaleza dealing with nurses and doctors, I had to go back to work. Unfortunately, my work place was far away from Fortaleza, and as much I wanted to stay to support my wife, I just couldn't do it. Plus, my family's expenses were escalating and I had to find a way to cover them.

I am indebted to my boss, Flavio Locio. He supported me in many ways, helping me to keep my life more in balance. With the extra financial and family burden on me, I quickly realized that I had to be much more competitive, more organized, etc. Instead carrying everything on my shoulders, due to my absence I had to delegate more. But, I had to be very careful. Mr. Flavio trusted my business sense and the company was growing, but we needed to change to attract new and to retain existing business. In this agriculture field, competition was tough; customers demanded higher quality and lower prices. Also, credit was tight; financial institutions were not lending for projects in rural areas. I realized that we needed to change; otherwise, the company would suffer the consequences.

Now, I was motivated and began to formulate a plan to move the company forward. Lowering prices was not an option, our gaining margin was limited. As much as I tried to find a solution to help my company and increase my earnings, I couldn't focus on my job. Physically, I was in Petrolina, but emotionally, I was at my son's side in Fortaleza. I decided that I had to separate my family situation, which I imagined to be only temporary, from my work activities. This was the only way that I could solve both problems. Nothing was easy, in any direction that I turned, I would face big problems. Everything was a worry. I wanted to be with my family, but I couldn't afford to jeopardize my job.

During my trips between Fortaleza and Petrolina, I read some interesting books and magazines about my work. Reading Roberto Shinyashiki's books helped me to better plan the future of my family and my work. Mr. Shinyashiki is one of the most prestigious business consultants in Brazil. Beyond consulting, he is speaker and author of several books related to this field. Internationally recognized, he taught courses of specialization in the USA, in Europe and in Japan. He also participated in the most important congresses in the world, lecturing for ASTD – American Society for Training and Development. Only later, I took a decision that really changed the course of my work.

After a couple of days in Petrolina, I returned to Fortaleza, heading straight to the hospital. I was eager to ask Soraya what had happened. Crying inconsolably, she told me that Artur's condition was the same and that the doctors were still investigating. My wife was getting depressed and once again, I felt useless as a human being...