

JIM HARDWICK

MAGNIFICENT SIGNIFICANCE

Celebrating Your Servant's Heart
to Elevate Your Business



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GOING BEYOND YOUR BORDERS

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"Do dental teams ever visit this area?" I asked my guide, Derek. The powerful Kenyan sun beat down on me, and I used one hand to shield my face.

"Medical teams come through, but we've never had dental support," Derek said. He looked at the medical clinic we were standing next to—a modest cinder block building with just two rooms and minimal equipment. Having worked in healthcare for over 30 years, I've seen many medical facilities, but this one had so little. A few women brought their children in for care, and I marveled at what the physician assistant could accomplish with so few resources.

But there was a glaring hole in the care they provided: there was no dentist. Thus my question.

"Is there much of a need for dental care here? My wife is a dental hygienist," I said, gesturing at Jody, who was off chatting with other members of the safari tour group.

Derek paused for a moment before replying. "Well, yes. In fact, I have a cavity myself. It hurts all the time." He gestured at the side of his face. "The closest dentist is 45 to 60 kilometers away, and I can't take the time off work and pay for treatments on top of that."

"What do you do, then?" I asked, appalled.

"Many of us resort to local options," he said, shrugging. "But really, I just try to ignore it."

In that moment, something shifted within me. It was as if the voices of the Masai chiefs from long ago were urging me to do something. I knew I needed to bring a dental team to help.

What had started as a fun vacation recommended by a friend turned into a true calling. In just ten months, we organized our first trip. We set up in a

tent, brought all our supplies, and managed to see 191 patients in just four days. We had no idea what we were doing; our only goal was to relieve pain for those we could help.

Fast forward to our most recent trip in March, where we treated 293 patients, extracting 203 teeth. Sixty-nine percent of those we saw were in pain, and we made a real difference in their lives.

This year, we're excited to return to Kenya with two teams, one going in the first week and the other the second week. We'll revisit our usual location and head up to Northern Kenya, where conditions are even more challenging.

As I reflect on how to create a life of Magnificent Significance, opportunities present themselves, often unexpectedly. I've become more intentional as I've grown older; life feels shorter, and I've witnessed many around me facing illness and unfulfilled dreams. Over the last four years, we've seen over 1,052 patients, and the connections we've formed are profound. This journey has been incredibly transformative for us all, and it's crazy to me that it all started with a career in corporate sales.

THE PATH TO MAGNIFICENT SIGNIFICANCE

The book *Halftime* by Bob Buford explores how to create a life of meaning during the second half of your life. Over the past ten years, I've been doing just that by developing a servant's heart and committing to live with the authentic purpose of serving and paying it forward.¹ I worked in corporate sales for 36 years before a forced sabbatical due to stress. During my year off, I gained valuable perspective. I vowed never to let stress destroy my life again. Through counseling, I acquired tools that helped improve my mental state. I also learned to reframe what truly mattered—focusing on the things that made me feel alive, worthy, and grateful for each day I get to wake up and live a meaningful life.

After a year, I was ready to re-enter the corporate arena. My mindset, priorities, choices, and actions had all transformed for the better. I discovered a new energy and passion rooted in my desire to serve: to

¹ Bob Buford, *Halftime Changing Your Game Plan from Success to Significance* (Grand Rapids, MI: Zondervan, 1994), 175.

be a giver, not a taker; a listener, not a braggart; a compassionate leader rather than a competitive one; and a person driven by heart-based motives, not solely profit-driven ones at the expense of others' well-being. I was prepared to lead with a servant's heart.

The incredible thing is that this approach leads to better profits for businesses as well. Today, with over 25 years of experience in executive leadership, I guide my clients in generating profitable revenue based on these principles. I am also the founder of The Hardwick Foundation, which provides dental care and education to the Masai people in Kenya. I share my unique journey in servant leadership, which spans from sales to nonprofits and adventures on safari, as a regular keynote speaker. Having traveled to 42 countries, I was honored to receive the Everyday Hero award through Up With People in 2022.

Once you understand your reason for being—what inspires you to live life to the fullest—many of the pieces of passion you yearn for will fall into place. Each piece will have its own beautiful story,

powerfully contributing to the whole and creating a life of Magnificent Significance.

THE FOUR PILLARS OF MAGNIFICENT SIGNIFICANCE

I designed the Magnificent Significance program to help leaders achieve abundance through their dedication to serving others. Here are the four pillars my program is built upon—the ones that can transform your business, your life, and the lives of those around you for the better.

Pillar 1: Reset Your Mind

To begin with, you need to have a mindset reset. It's essential to understand what truly matters in life. Why are we here on this Earth?

In my view, we are here to serve others. Some people, however, think their purpose is to acquire as many possessions as possible—multiple houses, boats, ATVs. But the reality is that many of those individuals are not genuinely happy. They may seem to have it all, but inside, they often feel hollow and empty.

You have to decide what you want to achieve and what kind of legacy you wish to leave for your children. How do you want to be remembered? Do you want to be known for your wealth, or do you want to be remembered for impacting lives and making a difference? That's what this first pillar is all about.

While we don't have time to go over exactly how to reset your mind in this short guide, here are two important principles to follow as you do so.

Be Open to Change

To grow and be successful, you must be open to change. Change is constant, and you can either embrace the new opportunities it brings or risk being left behind. With the right mindset, adapting to change becomes much easier.

By embracing change, you open your heart and mind to your fears, doubts, and confusion. Listening to these emotions gives you a deeper understanding of what might be blocking your "servant's heart." This awareness empowers you to take the courageous steps needed to shift your mindset,

becoming the person you want to be and how you want to show up in the world.

Overcome Obstacles

When you overcome the fears, doubt, and confusion that block your servant's heart, you begin to see the world through a new lens.

In your professional life, you'll find renewed passion. Your self-worth will grow as you recognize the impact you make on others' lives. People will see you as someone who understands the importance of *giving over taking, collaboration over competition, and creating over destroying*. You'll no longer make decisions from a place of fear, doubt, or scarcity.

However, to unlock your servant's heart, you must first challenge your own fears and doubts. Many resist serving others because fear, doubt, and confusion become familiar emotions—habits they rely on for safety and security.

These three emotions are the biggest obstacles preventing people from making positive changes—either in their own lives or in the lives of others.

Once you address your personal fear, doubts and confusion, honestly and authentically, there will be nothing to hold you back, and you will experience how effortless it is to make a difference in the lives of others.

Pillar 2: Reignite Your Passion

Recently, I was at a basketball event and was talking to this couple about the idea of embracing a servant's heart to elevate your business.

"You know, for years, we had a good business," Margie told me. "But it wasn't great. It was successful, but we weren't passionate, you know?"

"Then, we had that lightbulb moment," Ralph chimed in. "We started really focusing on serving others, and our business took off exponentially. Plus, now, we feel that passion for our business again"

I just sat there and smiled. They were like my poster children, and hearing them say that was amazing.

Acknowledge and Reflect

To reignite your passion as a small to midsize business owner like this couple did, first, take a

moment to breathe and acknowledge your accomplishments. If you've been in business for 15 to 20 years, that's a monumental achievement! You've likely faced significant challenges along the way. Yet, because you're so immersed in the day-to-day grind, you may not have taken the time to reflect on the positive impacts you've made on the lives of clients, employees, and their families.

Once you've given yourself a pat on the back, figure out how to move forward and reignite your passion. While looking forward is important, understanding *why* you've lost your passion is key. What decisions have you made that led to negative impacts? If your business is in a state of flux or if you're struggling with a difficult partnership, it's time to revisit the foundation of why you started this journey. Then, it might be time for you to look around, recognize what you have, and take a leap of faith.

Pillar 3: Manifest the Art of Trust

Trust is the foundation of any relationship, whether in business or in life. The ability to overcome challenges and move forward depends on it.

Would you buy a product or service from someone you didn't trust? Would you hire an employee if you found out they had lied in their interview? Of course not!

When trust is in place, it opens the door for genuine collaboration. Each person can contribute more meaningfully, building authentic, supportive, and productive relationships.

Trust is built through a few key actions, which we will explore in this section:

1. Engaging with clients and employees
2. Sharing stories
3. Receiving and implementing feedback.

Engagement

People have to build trust with one another. We live in a world that can be deceptive and unsafe, so it's essential to manifest trust through relationships and collaboration. This is where trust begins, and this applies to both your customers and your team.

Engage with Your Team

How well do you know your employees? Are they just a name on the payroll, or do you consider them part of your team? Do you know their goals and aspirations? Are they married or single? It might sound odd, but many people don't even know if their employees have kids!

Building trust means creating a safe space where employees feel they can approach you when they're struggling. Often, they'll spend more time at your office than at home. When you ask them to do something, they need to understand it's for the right reasons. Conversely, when they bring an issue to you, they should feel confident that you're genuinely listening and not just brushing them off.

It's easy to respond with, "Okay, I understand," and move on. But people need to be heard. When you build that trust, you can accomplish remarkable things.

Engage with Customers

Engagement is the ongoing development of emotional relationships. By actively engaging with your customers, you create loyalty. Customers begin

to see you as a partner rather than just a company focused on winning. They appreciate the spirit of service you bring to the relationship.

Many business professionals get caught up in the pricing game, mistakenly believing that having the lowest price is the only way to compete. If that were true, everyone would be driving a Ford Fiesta!

In reality, customers are willing to pay more when they:

- Feel appreciated and cared for as customers
- Understand your story and your purpose for being in business
- Believe you genuinely like and are invested in them
- See your leadership as heartfelt.

Take Zappos, for example. Known for selling shoes online, Zappos boasts one of the top customer service departments in the world. Why? Because their team is trained to stay on the phone with customers until their issues are fully resolved. While they do have scorecards to track call duration,

Zappos prioritizes ensuring a positive customer experience over simply meeting parameters².

Zappos' success shows that if clients trust you, they are willing to pay more, even when there are lower-priced alternatives. There might be cheaper options available, but you choose the one you trust. If you've built a connection, and you know a business' backgrounds and values, price becomes irrelevant because trust takes precedence.

Receive and Implement Feedback

One of my core principles is the importance of listening, and this is an incredibly powerful way of building trust. You can hear what someone is saying, but are you truly listening? When an employee gives you feedback, do you take it to heart, or do you dismiss it?

We've all encountered toxic individuals in the workplace who just can't accept feedback and change because they believe they know everything.

² Tony Hsieh, "How I Did It: Zappos's CEO on Going to Extremes for Customers," Harvard Business Review, The Magazine, August 10, 2010, <https://hbr.org/2010/07/how-i-did-it-zappos-ceo-on-going-to-extremes-for-customers>.

While it's important to focus on your strengths, you should also be aware of your weaknesses to avoid negatively affecting others. If you dismiss feedback, you're closing yourself off from growth. It's easy to think, "I'm the best; I created this business," but that mindset can be limiting.

Be open to hearing from your family and friends as well. What do they see as your strengths? What are your weaknesses?

Many people shy away from confronting feedback because it can be intimidating. They prefer to hear compliments rather than critiques, but if you genuinely want to grow, you must engage in these challenging conversations. You need to do the work to understand how you can improve, and doing this fosters trust and makes others more willing to listen to you in turn.

Share Stories

Earning trust takes time, and it's often tied to vulnerability. I once led a new sales team, and one employee stood out. Bill was headstrong, somewhat arrogant, extremely smart, and very vocal. However, I made sure to treat him with respect and trust.

As we started to work together and get to know each other better, Bill started to open up to me. One day, Bill told me he had been homeless, a drug addict, and an alcoholic for ten years.

"I'm 32 years old," he said. "I am incredibly proud of the fact that I have been clean and sober for five years."

Suddenly, I felt a lot of compassion for Bill. It was now obvious to me why this young man came off as headstrong.

"I am humbled and honored that you trust me enough to share your journey," I told Bill. "Your ability to overcome your demons and get your life back on track is truly inspiring." And I meant every word!

When you understand people's life stories and pain points, you will see them in a different light. Everyone has a story, yet very few people take the time to care enough to uncover another person's story.

This applies to you as well. As a business owner, it's crucial to share your values and your ups, but you can also share that not every day is perfect. While

you don't have to share everything, you should let your team know when you're facing challenges and ask for their support. That vulnerability will resonate with them and foster a culture where everyone wants to help. They'll feel invested in your journey and want to contribute positively to the environment.

However, being vulnerable is hard! I openly discuss my struggles with anxiety in my program, even though my editor questioned this decision. I overrode them because I believe people need to know who I am. While I may come across as energetic and passionate, I also deal with anxiety, which I have learned to manage over the years. When you are open about your challenges, people see you as human, which builds trust rather than perceiving you as just another corporate figure pushing them for results.

On the other hand, sharing your positive stories, including your values and enthusiasm for your cause, can also foster trust. The point is that you've got to continue engaging with and inspiring those around you. Show them that you care and let them know how important they are to your business.

When you do this, your business naturally grows. Customers will be motivated to buy from you and will also share their positive experiences with others, and employees will want the business to succeed.

Pillar 4: Champion Magnificent Significance

“I believe in one thing—that only a life lived for others is a life worth living.”³

- Albert Einstein

Oscar, a talented leathersmith at the safari camp, is 27 years old and in a wheelchair. He travels a couple of miles on a terrible road to reach the camp every day.

Last year, after our team had left, we were hanging out with Oscar when I asked him where I could get a new razor.

“Oh, they have those at the convenience store near where we had dinner yesterday,” he said. “We can go there now. I’ll show you.”

³ Einstein, Albert. *The Jewish Forum*, 1932.

As Oscar propelled himself down the road, I noticed that his wheelchair was falling apart in several places and was held together with duct tape. That wouldn't do. I had a conversation with my wife, Jody, and after visiting the store, I met with the CEO of the safari camps in Nairobi.

"My wife and I would like to buy Oscar a new wheelchair," I told Adara. "Could you research some options for me in the area and let me know what you find?"

"Sure," he said. "I will let you know when I find something."

Jody and I went home, and two months later, we received a call.

"We found Oscar's wheelchair," Adara told me. "Do you want to present it to him when you get here, or should we give it to him now?"

"Give it to him now," I said. "Those are his legs! How much do I owe you?" I had no idea how much a wheelchair would cost, and I expected it to be around \$3,000.

"\$250," Adara said. I was floored.

When they presented the wheelchair, Oscar exclaimed, "This is my dream wheelchair!"

This story isn't about how great Jim and Jody are; it's about being open to serving and taking intentional action to change someone's life for a small amount. We changed Oscar's life for just \$250, an amount that could easily have been spent on a grocery trip. That warms my heart. I still feel a rush telling that story because it's not about the money; it's about the impact, that Magnificent Significance.

I believe most people want to live a life of Magnificent Significance. Unfortunately, many get caught up chasing success and, along the way, forget the power of paying it forward.

Our physical survival depends on both giving and receiving. Like breathing in and out, we can't live without either. It's a beautiful system of reciprocity that every living creature relies on.

The same principle applies to how we show up for others. As you give, so shall you receive!

Championing Magnificent Significance is all about:

- Elevating through service

- Evangelizing your purpose.

Elevate through Service

The foundation of my program is to embrace your servant's heart to elevate your business. One of the most effective ways to achieve this is by creating initiatives within your organization that encourage giving. Once you've cultivated a servant's heart, this will come very naturally.

Take Bombas, a company that sells socks. For every pair they sell, they donate another pair to those in need. That's a great program that makes a real difference in people's lives.

In business, serving others brings real professional and personal rewards. Employees today want to make a difference in their community and the world. With millennials now making up a large portion of the workforce, companies that aren't focused on making a positive impact will struggle to retain talent. People will leave for companies that are.

In my own company, I make it a point to serve others every day. I don't stress about where my next client will come from. What I've found is that the work always comes. I work hard every day to give my best to my clients, and I'm always building relationships and gaining new business.

Because I have a "service mindset" rather than a "profit-only mindset," I enjoy every moment of what I do. For me, building a life of meaningful significance happens one day at a time. I look forward to each day knowing I'll have the opportunity to make a positive impact on someone's life.

Evangelize Your Purpose

Once you have these service-based initiatives in place, let your customers know about them! This transparency builds trust and helps your customers understand the purpose behind your business, which increases that crucial customer loyalty.

When I meet with referral partners or potential clients, I discuss my passion for serving and the work Hardwick Foundation does in Kenya. This approach allows them to see that serving is more

than a duty; it's a way of life for me. It defines who I am and shapes how I approach each day.

Once your customers grasp the reasons behind your service and hear your story, they'll want to become part of your community. Many will express interest in your programs and inquire about how they can help. Some may even seek your guidance in cultivating a similar culture within their own organizations.

Numerous businesses aspire to serve, but often don't know where to begin. You can leverage your skills and talents to help them build, grow, and establish a servant's heart culture in their business. This not only champions your own life of significance, but also pays it forward by guiding others on their journey to serve.

FINDING YOUR MAGNIFICENT SIGNIFICANCE

If you're a business owner, you may not be sure how you can make an impact and have this intentional servanthood. But if you really feel that call and you want that to be a defining factor in your life over the

next couple of decades, I'd like to invite you on a little trip with me all the way to Kenya.

The *Beyond Your Borders* Safari

Going on the Beyond Your Borders safari trip to Kenya means stepping outside of your comfort zone—maybe you're not used to serving others, but it's about pushing yourself to get comfortable doing it.

This experience includes:

- A six-day safari for two at one of the best camps in Africa, known for having one of the highest lion populations on the continent
- Daily two-hour program training
- Daily morning and afternoon safari excursions
- Post-trip mastermind group membership.

Just imagine this: After spending two hours with peers discussing the Magnificent Significance program, you'll head out on safari in the afternoon. Picture sitting in front of 18 lions, taking in the sheer wonder of the world. Watching 20 elephants pass by can remind you how small we are as individuals.

And yet, as humans, we have the unique ability to make a difference in the lives of others. That's how we build a legacy and feel proud of who we are on this earth.

This experience will give you a chance to reflect. Now, sure, I could run the same program at a Holiday Inn Express in Gilbert, Arizona. But what happens then? You attend, have a great session, and go home only to find your kids have the flu, the dog ran away, and the water heater broke. You had a turkey sandwich for lunch at the Holiday Inn, but you had no real time to reflect or absorb what you learned.

How many seminars have you attended where the content was great, but it ended up sitting on a shelf as soon as you got home? This trip is different.

Experiencing life with the Masai in Kenya reveals that true richness lies in community, resilience, and simplicity. This powerful perspective shift encourages leaders to redefine legacy—not by personal gain, but by the lives they uplift and the impact they leave. Through this servant mindset, leaders build a legacy rooted in connection, purpose, and genuine human flourishing.

And because spouses will be part of the trip, they'll get to share what you're learning. If they want, the spouses can join the program too. Going through a life-changing experience like this is much more impactful when you're in sync with your spouse. You want to be able to say, "Honey, I'm changing," and have them say, "That's right—you are, and I am too. Let's grow together."

Then, after the trip, I'll be setting up councils or mastermind groups. If you've ever been to summer camp, you know how close you get with the people you spend that time with. That's what this will be like. We'll share incredible experiences together—watching animals hunt for survival, seeing newborns, witnessing moments of life in the wild. We'll bond over meals, sharing breakfast, lunch, and dinner, and we'll become close friends.

This journey of transformation won't stop once the safari ends. We'll continue meeting regularly to support each other and talk about the changes we're making in our lives and in the lives of our employees and clients.

A Life of Magnificent Significance

Once you cultivate that servant's heart and give back, your whole life changes. Visit the website at <https://www.mag-sig.com/program> to learn more about the Magnificent Significance program. From there, you can access my resources, get the guide I've created, and dive deeper into what the program is all about.

If you want to connect, there's a form on the site with a few questions. You can also send me an email at jim@mag-sig.com or give me a call at 623-451-1080.

I would love to hear from you and help you develop a life of meaning, service, and legacy—a life of Magnificent Significance.

Jim Hardwick



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