Why the MD of Legacy Advertising Worldwide Loves His Job!

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It doesn't matter how good you are at something; unless you are passionate about it and love doing it then you simply won't get to the top. Being enthusiastic about your job is a struggle if it is something that you don't enjoy doing, but this is not a problem that Ross Lindsey and his ISA's at Legacy Advertising Worldwide have. As the Managing Director of this busy and successful company, Mr Lindsey has always been passionate about succeeding within the direct marketing and customer acquisition field. This is displayed in the way in which he runs his business - he always promotes fun and enthusiasm within his team and his office find this infectious.

Mr Lindsey says, 'There are several signs which tell you if you really love your job. One of them is not watching the clock - often I will work long past 5pm without realising how late it has got. This is because I am so immersed in what I am doing I simply don't think to check the time. I am always pleased to arrive in the office every morning as I am genuinely excited about what the day has in store. My motivation is not to have a happy and comfortable retirement - in fact the thought of retirement scares me! I am happy in my work and I enjoy reaping the fruits of my hard work and sharing them with my family. Many of my friends think I am mad for loving my work as much as I do, but I wouldn't have it any other way. I thrive on success and I am proud of my company because it is going from strength to strength and I am always striving for the next level of success. There's no doubt that I am happy in my work!'

Having a real passion for what you do can really help you achieve more in life, and not only that but it will also inspire others around you to work harder. Promoting a positive, enthusiastic and committed work ethic can only stand you and your business in good stead, so it is vital that you apply the same rules to your business. Legacy Advertising Worldwide are a great example of a company that is thriving thanks to the enthusiasm and passion of its Managing Director - and they are certainly ones to watch in the months and years to come.

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