

High Flying Ideas

Murphy's Law

Rich Devos & Jay Van Andel started a number of businesses before finding their niche as the founders of Amway. Their first venture was in the aviation industry. The World War II veterans opened a flying school in Michigan. However, after hiring instructors and signing up customers, they discovered there was a slight problem: the newly constructed airport had no runway, unless you counted the large mud puddle where the landing strip was supposed to be located. And contractors hadn't yet built the partners small office, which was to be located nearby.

Lesson: Suppliers or service providers may not meet expected deadlines, so always have a backup plan.

Reference

Conn. C.P. (1978). *The Possible Dream*. P. 6, Berkeley.