

# Local men offer principles for success

## Steve Bahmer and Ron Rabou have written a book about following basic principles to guide you through life

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CHEYENNE—Life can be a complicated struggle.

But Steve Bahmer and Ron Rabou say it doesn't have to be that way.

Many of the solutions for life's challenges are right in front of you. And those answers may not be as complicated as you think, the Cheyenne men say.

Bahmer and Rabou want to help people reclaim some core principles to guide their lives. They advocate the benefits of keeping things simple.

They explain their ideas and suggestions in a new book, "Keep It Simple: The 12 Core Values that

Lead to Personal and Professional Success."

It is their first effort, and it is available at [www.rethinkthebasics.com](http://www.rethinkthebasics.com) and at Amazon.com. Books cost \$18 each.

Bahmer and Rabou provide keynote speaking and leadership seminars across the country through their company, ReThink LLC.

They speak and lead sessions for student groups, nonprofits and businesses. Rabou said they are especially interested in training seminars for young people because they will be the next generation of leaders.

In the book, the men write about their personal experiences and their efforts to implement these

core values.

"It really is meant to be a practical guide for really getting back to the core principles and values we all know but tend to forget," Bahmer said.

Teresa Scanlan, Miss America 2011, wrote a foreword for the book. She attended a ReThink seminar in Scottsbluff, Neb. and was inspired by what she heard.



Bahmer

Said Rabou, "The message we continuously receive when we're out and about is that the public is hungry for information they can apply in their real lives."

The core values described in the book are: keep it simple; simplify; find a perspective; have patience; matter; commit; focus; take action; create; feed your passion; persevere; and find your purpose.

Keeping things simple allows people to "get back to the things we learned when we were young while our hearts and minds were open," the book reads.

Added Rabou, "In our always-connected, high-speed world, it's easy to get bogged down in complexity and lose sight of the basic values that help us lead full lives."



Rabou

People need to take the time to find out where they are going and what they want from their lives, Rabou said.

They also need to take action toward realizing those priorities, he added.

Said Bahmer, "We spend so much time in our lives talking and talking. But nothing happens until we do something. There comes a point when you've got to stop talking and start doing."

Part of the simplification process is for people to spend enough time deciding the most important things in their lives, the authors said.

"You've got one shot at this thing," Rabou added. "What do you really want to become?"

Both men say they have overcome difficult and tragic circumstances in their lives. They write about their experiences and discuss ways to move past challenges and tragedy.

Said Bahmer, "All we're trying to say here is: Understand yourself well enough so that you know the path that you're on is the one you really want to be on."

### To get the book

The book costs \$18 and is available online at [www.rethinkthebasics.com](http://www.rethinkthebasics.com) and Amazon.com, or by calling Bahmer at 287-4594 or Rabou at 630-3616.