

Secret #25

A Lifetime of Learning

SECRET #25 Be smarter at the end of the day than you were at the beginning.

Did you know that learning could last you a lifetime?

For a business to be successful in the long run, managers need to constantly learn—learn more about their customers, their competitors, and changes that are always happening in the marketplace.

In life, it's the same thing. I've often said that the best investment you can make is in yourself—and to do that, challenge yourself to learn something new *every* day.

Remember: Learn to be better at what you like to do and that will make you happy with yourself. And if you are happy with *yourself*, others will be happy with you!



Elena and Lisa learned this secret when the *Secret Millionaires Club* kids took a trip to eastern Africa.

Their plane made a forced landing in the middle of a banana plantation due to an approaching thunderstorm. Once they were safe on the ground, they met an African teenager named AKEELA, and her mother, AFAAFA.

While chatting over tea, Radley, Starty, Lisa, Elena, and Jones learned that

Afaafa's banana plantation had a business problem. Her husband had died recently, and since men in this part of the world rarely worked for a female boss, the male laborers, who owned the only truck in the area, had left the plantation and taken their truck with them.



So the problem was, how would Afaafa and Akeela transport the bananas to market before they spoiled?

Lisa suggested that Afaafa get a bank loan to buy a truck. Afaafa and her daughter laughed. “As with the male workers, the banks in this country won’t give a loan to a woman.”

Radley, Starty, Lisa, Elena, and Jones wondered if Afaafa had looked around for *other* ways to get a loan and she replied, “Why bother? It wouldn’t be of any use.”

Knowing that one never stops learning, our heroes did some research and discovered a new financial trend in Africa called “microloans.” These were very small amounts of money, sometimes as little as \$50, that were loaned to women to get them started or keep them going in a business.



Together, Afaafa, Akeela, and the *Secret Millionaires Club* kids found a microloan lender and Afaafa was able to buy a truck to carry the bananas to the market.

And the best surprise was when Elena showed Radley that she knew how to repair the truck engine, proving that you can learn something new every day!

As I always like to say, “The more you learn, the more you’ll earn,” so remember:

SECRET #25

Be smarter at the end of the day than you were at the beginning.

