

Believe in Yourself

Stephen Bushardt Recites Rudyard Kipling's "If" to Inspire Scholars

The CoB's own Stephen Bushardt (professor of management) spoke at the Spring 2007 BCT Banquet at Jones County Junior College. Bushardt took the dais and recited Rudyard Kipling's famous "If" to the assembled group. As the caption accompanying the photo of Bushardt below states, the former CoB Graduate Programs Director "encouraged Laurel scholars to believe in themselves."¹



Submitted by Devon Sellers of Ellisville

Stephen Bushardt, a professor with the College of Business at Southern Miss who also serves on Devon Sellers' BCT craft committee reads a poem recently at the spring BCT banquet at JCJC. The poem was "If" by Rudyard Kipling. Bushardt encourages Laurel scholars to believe in themselves.

To assist in providing some background for readers unfamiliar with Kipling's poem, reporters consulted the website businessballs.com, which devotes itself to "ethical work and life learning" (see below).



ethical work and life learning

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¹ The photo was submitted to the *Hattiesburg American's* photo galleries by Devon Sanders. The newspaper published the photo shown here in its 2-May-2007 online edition (for more details, visit www.hattiesburgamerican.com).

Once there, we found a description of Kipling's "inspirational poem" from a business perspective. Below, we have included that snapshot (businessballs.com) for some background.

if - rudyard kipling

Rudyard Kipling's inspirational poem - 'If'

Rudyard Kipling's (1865-1936) inspirational poem 'If' first appeared in his collection 'Rewards and Fairies' in 1909. The poem 'If' is inspirational, motivational, and a set of rules for 'grown-up' living. Kipling's 'If' contains mottos and maxims for life, and the poem is also a blueprint for personal integrity, behaviour and self-development. 'If' is perhaps even more relevant today than when Kipling wrote it, as an ethos and a personal philosophy. Lines from Kipling's 'If' appear over the player's entrance to Wimbledon's Centre Court - a poignant reflection of the poem's timeless and inspiring quality.

The beauty and elegance of 'If' contrasts starkly with Rudyard Kipling's largely tragic and unhappy life. He was starved of love and attention and sent away by his parents; beaten and abused by his foster mother; and a failure at a public school which sought to develop qualities that were completely alien to Kipling. In later life the deaths of two of his children also affected Kipling deeply.

Rudyard Kipling achieved fame quickly, based initially on his first stories and poems written in India (he returned there after College), and his great popularity with the British public continued despite subsequent critical reaction to some of his more conservative work, and critical opinion in later years that his poetry was superficial and lacking in depth of meaning.

Significantly, Kipling turned down many honours offered to him including a knighthood, Poet Laureate and the Order of Merit, but in 1907 he accepted the Nobel Prize for Literature. Kipling's wide popular appeal survives through other works, notably *The Jungle Book* (1894) the novel, *Kim* (1901), and *Just So Stories* (1902).

Kipling is said to have written the poem 'If' with Dr Leander Starr Jameson in mind, who led about five-hundred of his countrymen in a failed raid against the Boers, in southern Africa. The 'Jameson Raid' was later considered a major factor in starting the Boer War (1899-1902).

The website's description is followed by a presentation of Kipling's 1895 poem "If." We have also provided that presentation below:

'if' by rudyard kipling

If you can keep your head when all about you
Are losing theirs and blaming it on you,
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or being lied about, don't deal in lies,

Or being hated, don't give way to hating,
And yet don't look too good, nor talk too wise:

If you can dream - and not make dreams your master,
If you can think - and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two impostors just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build 'em up with worn-out tools:

If you can make one heap of all your winnings
And risk it all on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breath a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on!"

If you can talk with crowds and keep your virtue,
Or walk with kings - nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And - which is more - you'll be a Man, my son!

Rudyard Kipling (1865-1936)

For commentary on this story, we have invited one of the *31st & Pearl* series columnists.

Commentary from *31st & Pearl* Columnist

Many in the CoB would say that much about Bushardt, a guy who seems to fancy himself as the CoB's Renaissance Man-in-Residence, is style over substance, and that his attire in the photo above is a reflection of that (given his audience). We've seen photos of him holding up wine at Canebrake and we've read about how he integrated etiquette courses into the CoB's MBA curriculum (and this was his crowning achievement as the Director of Graduate Programs). Now, the CoB is feeling the effects of Bushardt's ill-advised plan to "de-centralize" the CoB's annual faculty evaluation process. This new process, if it hangs around long, may be the final straw for the College in terms of the organization being respected regionally. That final straw will elevate The Timbers Nursery writings, wherein Bushardt describes organizations like the CoB as cults, to "scholarship."

Kipling's poem seems to be both misplaced and too long to fit Bushardt's personality. Instead, the shorter poem below seems more like his style:

Don't fuss about being men.
Look the part;
Play the role;
Marry up;
Manage your boss;
Steady the boat;
Life's riches await you my friends.
[Bushardt elevates glass of wine in hand]