

University, who heard it as a traveler in the Middle East in 1869. Reverend Conwell used it as the basis of a lecture that he delivered 6,000 times, and it's the reason Temple's football team still wears diamond decals on their helmets and diamond trim on their collars. Mark loves the story and connected it to his own experience, telling BAYADA employees that "I see diamonds in all of you." Here is part of his talk that night:

We are in constant search for a better way, but like Ali Hafed, we may be looking for it in the wrong places. We may be better served if we look inward, to see what is in us to capitalize on.

I, too, have had temptations, like Ali Hafed. I, too, have had moments where I have been distracted, or even tempted, to go for that one big diamond. There have been times where I was approached to sell the company, or go public. They promised me a huge diamond. . . . Yet, I had another moment of truth—that the diamond they were offering was limited, because they would take me far away from where there were many more diamonds than I could ever imagine. I realized that I am a person who is motivated by a much bigger picture, much bigger than one big diamond and selling out.

I am motivated by caring for millions of people worldwide in the comfort of their own home. I am motivated by the fact that my acres of diamonds are right in front of me. Let me tell you why I say that, and what I see, when I look at you. I see diamonds in all of you. Yes, they're there. Some may need polishing, and some may be in the rough, but I do see them.



TOP: Upraised hands set the theater aglow.

ABOVE: "I am motivated by the fact that my acres of diamonds are right in front of me."

Just imagine when we cultivate our own diamonds, how bright, happy, and more successful we will become. Even greater, imagine if we cultivate the diamonds that are in our offices, the diamonds inside the people in the field. It will help us achieve our vision faster of serving millions of people worldwide in the comfort of their own homes.

Next, to illustrate "the power of working together," Mark asked for all of the lights to be turned off. The theater went black, sending shivers up everyone's spines. Then, he lit his own diamond ring. "Can you see it? Just one little diamond," Mark said. Those eight words, spoken softly into the darkness, are still making waves. Next, he asked all the employees from the 1970s to light their rings, followed by those from the 1980s and the 1990s. Finally those from the 2000s—the majority of employees—lit their rings, setting the theater dramatically aglow.

"This came out a lot better than I thought it would," Mark joked. But his eyes were filled with tears, as were most everyone else's.

Marie Blessington, RN, who was backstage, saw the scene from Mark's viewpoint. "The view I had was so incredible. Once all the rings were lit, all you could see was a sea of diamonds. It was amazing. That picture will never leave my mind," says Marie. "It was definitely a 'wow' moment."

Patty Watson, RN, still revels in the memory. "Mark told all of us we were his gems," says Patty, a Division Director in New Castle, Delaware. "What a brilliant way to make us feel so special!" 