

A Lasting Commitment for a Cause—Cancer Research

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The other day, I was talking with a leader I coach who was wrestling with a big question: “How do I stay focused on my long-term vision when everything around me keeps shifting?”



It's a question many leaders face when the strategy shifts, teams are changing, and fires are popping up constantly. But your vision, the thing you believe in most, needs something different.

I told him about the Ardy Germann Team.

In 2013, my wife Ardy passed away from Multiple Myeloma. Her loss left a space in my life that will never be filled. But it also became a call to action, a deeply personal commitment to keep showing up for something bigger than myself.

What began as one walk with friends and family has become more than a decade of fundraising for the Multiple Myeloma Research Foundation (MMRF). Over the years, we've raised more than \$200,000 for cancer research, and we're still going.

Just as great leaders commit to causes that outlive their lifetimes, we have embraced this challenge as a lasting commitment. Like a leader who sustains their vision year after year, our dedication to this cause grows stronger with each passing day, fueled by the belief that every step brings us closer to the breakthrough that so many families are waiting for.

I told my client, “There's no shortcut to lasting impact. It's about choosing to recommit, even in the face of change, urgent problems, and shifting priorities.”

Curing cancer takes time. So does shaping a culture, building trust, or changing an industry. You can't do it in a sprint. You do it by staying focused on what matters and inviting others to join you in the effort.

This September, we'll walk again in the Twin Cities at the MMRF Walk/Run on September 20. It's a way to remember Ardy, honor the community that keeps this vision alive, and push forward toward a cure.

If you've been part of this story, or if you're ready to commit to something meaningful, I invite you to walk with us. Donate if you can. Share the link with someone who needs to believe in the power of long-term commitment.

[Support the Ardy Germann Team here.](#)

Every step matters. Every year matters. That's how leaders make change.