



LCBS-2023-11-06-WinnersNeverCheatJonMHuntsman.pdf

## [Winners Never Cheat by Jon M. Huntsman](#)

DISCLAIMER - I am not a Financial Advisor and do not work for any Brokerage Firm. The opinions given are my own and are not to be used as professional advice. These are my findings and can hopefully help you to make informed decisions on investing. Consult a Broker or Lawyer before making any investment.

[Winners Never Cheat By Jon M. Huntman](#) is a great great book. I am still so happy this one was recommended to me by Patrick Bet-David. If you think old style morals and living a principled life is no longer happening, you

definitely need to read this book. **Winners Never Cheat** is a super book in regards to business success, and I would rate this the best book I have read on business success. For years I have lived a principled life and God has greatly blessed me. The Huntsman Brothers are proof again that great things await those that live right.

In the year 2022, I read a total of 90 books. I am ahead of that count in 2023 with 82 books completed in this first week of November 2023. My goal is to try and reach 100 in 2023.

I started reading only about investments, then branched out into business success. This led me to study

**Mindset and Habits**. All of these things interweave together in life. To be successful in business (or life) requires discipline and the right mindset. Jon M. Huntsman was trained as a child to have great discipline.

Personally, I had never heard of Jon Huntsman before reading this book. It was recommended in the book **Your Next Five Moves** which I reviewed below:

<https://lifecanbesimple.net/blog/your-next-five-moves-by-patrick-bet-david>

#### WHAT I LEARNED FROM WINNERS NEVER CHEAT.

Jon Huntsman and his brother started Huntsman Chemicals in 1970 as a family run business. The company has grown and evolved into a 2 billion dollar a year revenue successful corporation.

Huntsman Chemicals have made many products including the first plastic egg container, plastic forks and spoons, and the original Big Mac container.

Through the years, they have worked dozens of business deals ranging into hundreds of millions of dollars using a simple handshake to close the deal. They consider the Huntsman Cancer Institute as one of their greatest philanthropic accomplishments. Jon Huntsman believes one day that they will find a cure for cancer. Many of Jon's family members died of cancer, and he has overcome 3 bouts of cancer in his life.

This book is much more than a story about running a business successfully. The original book was published in 2004 but this revision

was published in 2007 when the housing crisis and other issues seemed to make traditional values no longer in vogue.

The Huntsman Brothers believe to reap an abundant harvest can only be done by being responsible, never cheating, or using any fraudulent behavior. Jon Huntsman states that more is learned in times of adversity than in good times.

Prosperous times never mean that a person will continue to do right.

Whatever our lot, we must have a fixed code of ethics to adhere to in both good and bad times. Always stand upright regardless of the consequences. They believe all we really need to be successful we learned as children in the sandbox. Fair play and being kind one to another is what life is all about. Treating others with respect and making decisions without having a room full of lawyers looking for contract loopholes. Always be honest and stay far from greed or dishonesty.

No matter our background, each of us really knows in our hearts what is right and what is wrong. There is no place in business (or in our personal lives) to look for gray areas that the lawyers live to promote.

### Huntsman Business Standards Tests

1. Do what you're supposed to when you are told to do it
2. Kindness and honesty determine your heart and character.
3. Never tell lies.
4. Treat others as your desire to be treated (The Golden Rule)
5. Play by the rules
6. Respect others.

Character is most determined by a person's integrity and courage. Your reputation is how others perceive you. Character is how you act when no one is watching.

Jon Huntsman makes a point to never lie or mislead in business negotiations. He is a tough negotiator, which is fine, but do the business

deals honestly and above board. Keep both hands on the table with your sleeves rolled up.

### Three R's of Leadership

1. Risk – You must take risks to grow.
2. Responsibility – If worth doing, do it right. Be honest and humble.
3. Reliability – Above all things, do what you say. Your word should always be your bond. Use determination and courage to accomplish all things.

He quotes Andrew Jackson who once said: One man with courage makes a majority.

No matter what, always keep your word. To do this takes great resolve.

In selecting advisors, be extra cautious. Be sure they share your core values and are not wrapped up in acquiring wealth. Money should never be your main focus. Be sure in tough times that your advisors will default to higher ground when in times of stress.

Show graciousness to competitors, customers, and employees. Showing respect never goes out of style. Whatever successes we receive in life we should give back. Jon Huntsman received a scholarship to go to Wharton College of Business. This gave him his start, and since gaining success, he has given hundreds of scholarships to deserving young men and women. He believes in philanthropy so much that when the business has been slow, he has borrowed money to continue to fund his charitable giving. When you make a promise, don't break it is his philosophy.

Take your values to work and never allow a conflict between making a profit and adhering to your life principles of decency and fairness.

At the end of the book, he lists some F's to practice and put first.

Family

Faith

Fortitude

Fairness

Fidelity

Friendship.

On the wall of his friend and doctor John Andrew Holmes is a plaque. It says: No exercise is better for the the human heart than reaching down and lifting up another.

The Huntsman Brothers have lived a life of reaching down and helping people all around the world.

Is this book worth reading? For sure it is. One of the best books on business and life I have ever read. It will really inspire you to live a life of character and to never compromise your core values. **Winners Never Cheat.**

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