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NEWS

Center Twp. entrepreneur launches professional development program

CHRISSE SUTTLES BEAVER COUNTY TIMES JAN. 12, 2022

After five decades in business, Sam Lucci says he now fully understands human psychology.

Co-owner of Center Township-based Cabinet World Kitchen and Bath Design Center and Bath Fitter of Pittsburgh, Lucci's companies grew 40% in the past two years – reporting more than \$21 million in sales last year.

Decades after “losing it all,” Lucci credits his success to something he calls “The B-Code,” launching a new personal development program for free through his nonprofit, the Think More-React Less Educational Initiative.

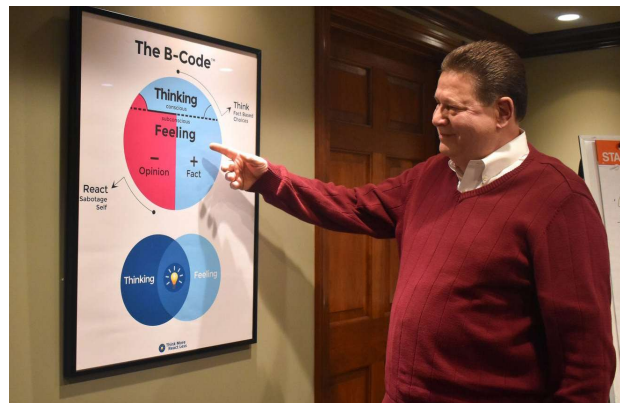
The Center native, 74, studied political science, history and economics at Clarion University of Pennsylvania before teaching at then Center Area School District for eight years, eventually launching his own company with business partner Frank Witkowski in 1972.

“As I began my quest, I became very successful, but never understood why people buy or why they didn’t,” Lucci said. “It was very frustrating. I didn’t know anything about human behavior even though I was a teacher.”

He spent thousands on personal development training, but nothing stuck. It wasn’t until the late 1980s that he began experimenting with his own. A student of best-selling author Napoleon Hill, Lucci said, “I wanted to understand man’s indifference to himself, and why intelligent people do unintelligent things.”

To get there, “I lost everything,” he said. “I went broke, I got divorced, and I didn’t know what was causing me all this. Little by little, through that adversity, I found all this. What I learned is what the mind knows it can do, it does.”

The program, Lucci insists, will guide professionals to increased sales, employee retention and improved personal lives. He’s since walked his own



Sam Lucci, 74, co-owner of Center Township-based Cabinet World Kitchen and Bath Design Center and Bath Fitter of Pittsburgh. *Chrissy Suttles/BCT*

staff through the course and plans to donate his book “Think More React Less” to community and school libraries throughout the region.

“We have one young woman who works at the company, she quadrupled her sales in her first full year from \$30,000 to \$120,000,” Lucci said. “She took the program to heart.”

According to Lucci, the B-Code and related Breakout program are based on self-awareness, self-control, patience and logic. The training is free online, but he’s seeking to raise \$10 million through his nonprofit to support the group’s plans for educational outreach.

“I have learned what was driving my behavior and how to change that,” said Drew Dickman, a sales professional at FJW Investments who took the course. “I have eliminated much of my fears, doubts, and most of all, what was making me feel inadequate.”

The lesson includes 29 video lessons, chapter quizzes and a final assessment. It can be found at www.thinkmore-reactless.com.