

100 Or So Simple Ingredients For Winning In Life As An Entrepreneur, Leader, Manager and Winner!

By

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TO BE READ AFTER EACH MAJOR FAILURE, AFTER EACH MAJOR SUCCESS, OR ANNUALLY IF NEITHER OF THE ABOVE ARE ACHEIVED (YOU WILL REALLY NEED THIS IF YOU HAVEN'T FAILED OR WON IN A YEAR. OUCH!)

100 OR SO (Many more) OCCASIONALLY CORNY, SOMETIMES OBVIOUS PROVERBS FOR MAKING YOUR LIFE, AND YOUR CAREER WORK, AND HELP YOU REACH THE POT OF GOLD AT THE END OF YOUR TARGET RAINBOW!!!!

TO BE KEPT IN YOUR WC (BATHROOMS FOR YOU YANKS IN THE AUDIENCE) SO YOU CAN LEARN SOMETHING WHILE SITTING! (SYNERGY AT ITS BEST) AT LEAST ONCE A WEEK READ A BLOCK OF FIVE, COGITATE ON THEM, CONTEMPLATE HOW THEY FIT YOUR LIFE, AND ACHIEVE SYNERGY! DEFINITELY NOT TO BE USED AS EMERGENCY PAPER!!!!

Developed by old Prof. Fred Kiesner from his own failures, mistakes and thoughts, as well as ideas appropriated, adapted, misquoted, stolen, downloaded and developed from the thinking of others much smarter than he!

INTRODUCTION

I started to develop this list some 30 years ago to stimulate the thinking of my entrepreneurial students about their own mind, heart, and soul! It often includes just plain common sense concepts that somehow we often forget!

It seems to be a very useful tool to help my students to abandon their cell-phones and MP3 players, at least for a few moments a day, and think about how they will lead, think and act in their futures. It is purposely done in quick "sound bites" so that it is familiar territory with modern young people.

THE LIST

- 1. HAVE VISION. THIS IS THE MAJOR DIFFERENCE BETWEEN A MANAGER AND A LEADER.**
- 2. DON'T JUST LOOK FOR SHORT TERM PROFIT.**
- 3. ADD VALUE TO ALL YOU DO.**
- 4. NEVER BITCH.**

- 5. KEEP POSITIVE, AN OPTIMIST MAY SUCCEED, A PESSIMIST WILL NEVER SUCCEED.**
- 6. SPEND 15 MINUTES A DAY SENDING THANK YOU NOTES.**
- 7. BACK YOUR PEOPLE UP IN TIMES OF STRESS & CRISIS.**
- 8. RETURN PHONE CALLS RAPIDLY.**
- 9. ANSWER YOUR OWN PHONE WHEN POSSIBLE.**
- 10. REMEMBER THAT CHANGE IS WITH YOU ALL THE TIME.**

- 11. KNOW THAT THERE ARE NO TOTALLY RIGHT ANSWERS ALL THE TIME.**
- 12. PERFECTIONISM IS THE ENEMY OF THE LEADER, PERFECTIONISTS GET NOTHING DONE!**
- 13. YOU MUST ALWAYS MAKE DECISIONS WITH INCOMPLETE INFORMATION.**
- 14. YOU MUST DO WHAT IS RIGHT.**
- 15. YOU MUST BE ETHICAL - THERE ARE NO MOSTLY ETHICAL PEOPLE. YOU ARE EITHER ETHICAL OR NOT. IT IS HARDER TO BE ETHICAL, BUT EASIER TO LOOK IN THE MIRROR!**

- 16. BE ESPECIALLY CONSIDERATE TO FRONT LINE STAFF, YOURS OR OTHERS.**
- 17. REMEMBER MBWA - KNOW YOUR PEOPLE, LET THEM KNOW YOU.**
- 18. DRESS FOR SUCCESS. LOOK AROUND, SEE WHAT FITS FOR YOUR GAME IN LIFE.**
- 19. EMPOWER OTHERS - BE AN ENABLER.**

- 20. LEARN TO COMMUNICATE WELL - WRITTEN AND ORALLY.**
- 21. PRAISE IN PUBLIC, AND OFTEN. CRITICIZE IN PRIVATE, AND IMMEDIATELY.**
- 22. TIME IS YOUR FRIEND, AND YOUR ENEMY. MANAGE IT WELL.**
- 23. BE HUMBLE IN VICTORY - GRACIOUS IN DEFEAT.**
- 24. LEARN TO REMEMBER NAMES. NEVER MIS-SPELL A NAME, OR MIS-PRONOUNCE IT.**
- 25. HAVE A "KITCHEN CABINET" OF PEOPLE YOU TRUST TO GIVE YOU THEIR HONEST OPINION. USE THEM FOR UNBIASED ADVICE IN TIMES OF TROUBLE OR MAJOR DECISIONS.**

- 26. IMMEDIATELY SEEK OUT MENTORS IN ANY POSITION.**
- 27. ALWAYS HONOR YOUR MENTORS.**
- 28. LEARN TO ZIP YOUR FLY - BECOME STREETWISE. QUICKLY LEARN THE RULES OF THE GAME YOU ARE PLAYING IN.**
- 29. FIND THE FIVE OR SIX KEY INGREDIENTS FOR SUCCESS IN ANY POSITION, FIRM, INDUSTRY, CAREER. THEN JUST SIMPLY DO THEM.**
- 30. ACT ON ANY JOB, EVEN THE LOWEST, AS THOUGH YOU WERE THE OWNER/PRESIDENT OF THE FIRM, AND DO WHAT THEY WOULD DO IN THE SAME SITUATION. YOU JUST MIGHT SURPRISE YOURSELF AND BECOME THE TOP DOG!**

- 31. REMEMBER THAT THE MOST CRITICALLY IMPORTANT INGREDIENT TO YOUR ULTIMATE SUCCESS IS AN INHERENT BELIEF IN YOURSELF, YOUR**

TALENTS, AND YOUR ABSOLUTE RIGHT TO SUCCEED AT WHAT YOU DO, IF YOU PLAY THE GAME BY THE RIGHT RULES.

- 32. FAIL FAST, AND FAIL OFTEN. NEVER FORGET TO LEARN FROM IT. SUCCESS IS GETTING UP JUST ONE MORE TIME THAN YOU FALL DOWN.**
- 33. SURROUND YOURSELF WITH PEOPLE WHO ARE SMARTER THAN YOU, AND LISTEN.**
- 34. KNOW WHEN TO HOLD THEM, AND WHEN TO FOLD THEM. IN SHORT, SHUT UP AND BACK DOWN WHEN APPROPRIATE.**
- 35. DON'T ASK YOUR PEOPLE TO DO SOMETHING YOU WOULDN'T DO YOURSELF.**

- 36. GET YOUR OWN COFFEE.**
- 37. USE TODAY'S TECHNOLOGY - ELIMINATE USELESS MEETINGS.**
- 38. MAKE DECISIONS/TAKE PERSONAL RISK - DON'T DEPEND ON COMMITTEES AS A HIDING PLACE FOR RESPONSIBILITY.**
- 39. BE VISIBLE - GET NOTICED, MAKE WAVES.**
- 40. MAKE YOUR OWN PHONE CALLS. DON'T INSULT THOSE YOU DEAL WITH, BOTH EMPLOYEES AND YOUR CUSTOMERS BY HAVING OTHERS MAKE YOUR CALLS FOR YOU**

- 41. REMEMBER, FRIENDS COME AND GO, ENEMIES ACCUMULATE.**
- 42. NETWORK, NETWORK, NETWORK, WITHIN YOUR COMPANY AND FIELD, AND OUTSIDE YOUR FIELD.**
- 43. WORK HARD, PLAY HARD, AND WHENEVER YOU CAN, MAKE WORK FUN FOR YOU AND YOUR ASSOCIATES.**
- 44. GUARD AGAINST LETTING YOUR OWN BELIEFS TOTALLY COLOR ALL YOU DO, BE OPEN MINDED AND DO "WALK IN THE OTHER PERSON'S SHOES".**
- 45. INVEST IN LIFETIME EDUCATION FOR YOU, AND YOUR EMPLOYEES.**

- 46. TAKE AT LEAST AN AFTERNOON AWAY FROM THE WORK PLACE EACH WEEK TO THINK OF WHAT HAS HAPPENED, WHAT YOU HAVE DONE, AND WHAT YOU SHOULD DO. GO SOAR! (GO SIT ON A ROCK AND THINK ABOUT ISSUES, PROBLEMS, ACTIONS YOU CAN AND MUST TAKE)**
- 47. BE AN ACTIVE LISTENER - LEARN TO READ BODY LANGUAGE AS WELL AS WORDS.**
- 48. REMEMBER THAT TROUBLE ALSO USUALLY OFFERS OPPORTUNITY.**
- 49. ENCOURAGE AND REWARD RISK-TAKING IN YOURSELF AND YOUR ASSOCIATES.**
- 50. FIGHT TO LET GO OF THE FAMILIAR AND EMBRACE THE NEW.**

- 51. BE A MENTOR TO SOMEONE ON YOUR WAY UP, JUST AS YOU SOUGHT OUT A MENTOR.**
- 52. CELEBRATE THE ACCOMPLISHMENTS OF YOUR PEOPLE.**
- 53. CELEBRATE YOUR MAJOR VICTORIES FOR 12 HOURS. MOURN YOUR MAJOR LOSSES FOR TWENTY FOUR HOURS. THEN GET TO WORK ACHIEVING NEW TARGETS.**
- 54. USE "WE" RATHER THAN "I" WHEN DISCUSSING THE ACHIEVEMENTS OF YOUR TEAM. YOU WIN ONLY IF YOUR PEOPLE WANT YOU TO WIN. NEVER**

FORGET THAT. IF YOUR EMPLOYEES DON'T WANT YOU TO WIN, YOU JUST SIMPLY WON'T.

55. BE APPROACHABLE.

56. KEEP ALL PROMISES. DO NOT PROMISE WHAT YOU CANNOT DELIVER.

57. QUALITY IS THE KEY TO SUCCESS IN THE FUTURE - TQM ARE CRITICAL LETTERS TO LEARN, AND IT IS A PHILOSOPHY OF LIFE THAT WILL HELP YOU WIN.

58. REMEMBER, THERE IS NOBODY CALLED "THEY". YOU CAN NEVER SAY "THEY OUGHT TO DO SOMETHING ABOUT THIS". YOU MUST DO SOMETHING ABOUT IT IF YOU WISH TO BE A WINNER, AND IF THERE IS EVER TO BE CHANGE.

59. LOOK AT PROBLEMS AS OPPORTUNITIES.

60. WORK CAN AND SHOULD BE FUN - BRING HUMOR TO THE WORKPLACE.

61. WHEN YOU HIRE SOMEBODY, YOU SHOULD NOT BE LOOKING IN A MIRROR. HIRE THOSE WHO COMPLIMENT AND CONTRAST WITH YOU.

62. K.I.S.S. IS THE KEY TO SUCCESS - KEEP IT SIMPLE, STUPID.

63. SAY "I DON'T KNOW" WHEN YOU DON'T KNOW. THEN FIND OUT THE ANSWER!

64. MAKE SURE YOU HAVE GOOD CAUSE TO SAY WOW! REGULARLY, ABOUT YOUR OWN WORK, AND THAT OF YOUR ASSOCIATES.

65. NEVER UNDERESTIMATE THE COMPETITION.

66. WHEN IN DOUBT, OR WHEN UNSURE, TRUST YOUR INTUITION. THE SEAT OF YOUR PANTS IS OFTEN TELLING YOU SOMETHING.

67. UNDERSTAND THAT YOU NEVER GET A SECOND CHANCE TO MAKE A GOOD FIRST IMPRESSION.

68. BE CONFIDENT AND COMFORTABLE, BUT NEVER COMPLACENT. ALWAYS LOOK OVER YOUR SHOULDER.

69. RECOGNIZE THE SHADOW ORGANIZATION, AND LISTEN TO THE COMPANY GRAPEVINE.

70. REMEMBER THAT NEITHER YOU, NOR ANY OF YOUR EMPLOYEES, ARE INDISPENSABLE WHEN YOU THINK YOU ARE, YOU WILL SOON BE GONE.

71. REMEMBER -TECHNOLOGY IS A TOOL FOR SUCCESS, NOT THE GOAL. DO NOT BECOME A SLAVE TO THE COMPUTER, AND HURT WHAT YOU ARE SUPPOSED TO BE DOING.

72. PERCEPTION IS JUST AS IMPORTANT AS THE REALITY. KNOW WHAT MESSAGE YOU REALLY GIVE OUT.

73. ALWAYS BE ON TIME FOR APPOINTMENTS, IN BOTH DIRECTIONS, WITH THOSE ABOVE YOU, AND THOSE BELOW YOU. IT IS A GROSS INSULT TO ACT AS THOUGH YOUR TIME IS MORE IMPORTANT THAN THAT OF OTHERS YOU DEAL WITH.

74. MAKE MEETINGS SHORT, START THEM AT 20 MINUTES TO TWELVE,OR TWENTY MINUTES BEFORE QUITTING TIME. THEN YOU WILL GET SOMETHING DONE.

75. NEVER THINK YOU ARE INFALLIBLE. YOU ARE NOT. PERIOD!!!!!!!!!!!!

76. WALK THE TALK, DO WHAT YOU TELL OTHERS TODO.
77. NEVER BURN BRIDGES - THE WORLD IS SMALL, AND YOU MAY WELL HAVE TO CROSS THOSE BRIDGES AGAIN IN THE FUTURE.
78. BE A FUTURIST - THINK IN THE FUTURE, ACT FOR THE FUTURE. TO ONLY PROTECT WHAT YOU HAVE NOW IS TO INSURE THAT YOU WILL FAIL IN THE FUTURE.
79. THINK GLOBAL - IT IS THE REALITY OF NOW, AND THE FUTURE.
80. DISAGREE WITHOUT BEING DISAGREEABLE.

81. WORK SMART, NOT HARD. "BUT I WORKED HARD ON THIS" IS ABSOLUTELY NO EXCUSE FOR MEDIOCRE WORK.
82. ANSWER QUESTIONS. QUESTION ANSWERS.
83. DON'T PLAY FAVORITES. TREAT ALL OF YOUR EMPLOYEES WITH DIGNITY AND FAIRNESS.
84. SOCIALIZE WITH YOUR PEOPLE - YES IT WILL MAKE IT HARDER IF YOU HAVE TO FIRE SOMEBODY, BUT BEING SOCIABLE WITH YOUR EMPLOYEES MAKES YOU HUMAN.
85. DEMAND EXCELLENCE FROM YOURSELF, AND YOUR PEOPLE.

86. ACCEPT THAT ANGER IS A POWERFUL WEAPON THAT SHOULD BE DISCHARGED RARELY.
87. SERVE YOUR EMPLOYEES AS MUCH AS THEY SERVE YOU.
88. APOLOGIZE WHEN YOU ARE WRONG. ACCEPT OTHERS APOLOGIES, THEN FORGIVE AND FORGET.
89. ENCOURAGE INFORMALITY AND A RELAXED COMPANY ATMOSPHERE – WORK CAN AND SHOULD BE FUN.
90. REMEMBER THAT WHAT IS RIGHT IS NOT ALWAYS POPULAR, AND WHAT IS POPULAR IS NOT ALWAYS RIGHT.

91. MAKE SURE YOU MANAGE, PLAN AND OPERATE BOTH FROM A TOP DOWN VIEWPOINT, BUT ALSO FROM A BOTTOM UP APPROACH. KEEP YOUR PEOPLE INVOLVED.
92. LEARN HOW TO SAY NO. DO NOT OVER-COMMIT.
93. HAVE THE COURAGE TO FIRE PEOPLE WHEN YOU MUST, BUT RECOGNIZE THAT GETTING TO THAT POINT USUALLY ALSO PARTIALLY INCLUDES FAULT ON YOUR PART.
94. SMILE AND LAUGH OFTEN. IT IS CONTAGIOUS.
95. BE PROACTIVE, NOT REACTIVE. CONTROL YOUR OWN DESTINY. DON'T WAIT FOR SOMEBODY ELSE TO MAKE SURE YOU SUCCEED. YOUR MOTHER CAN NO LONGER HELP.

96. HAVE BREADTH AND DEPTH IN ALL YOU DO.
97. BE WILLING TO TOOT YOUR OWN HORN, WHEN REQUIRED, BUT NOT TOO OFTEN NOR TOO LOUD.
98. HAVE THE WISDOM TO KNOW WHAT YOU CAN AND CANNOT CHANGE. ACT ACCORDINGLY.
99. HATE COMPANY/OFFICE POLITICS, AND THOSE WHO SURVIVE BY

POLITICS ONLY, BUT ALSO RECOGNIZE THAT IT EXISTS, AND FIGURE OUT HOW TO NEUTRALIZE IT.

100. DON'T DWELL ON THE PAST. LEARN AND GROW FROM IT AND MOVE ON.

101. CONDUCT AN HONEST EVALUATION OF YOURSELF AND YOUR ACHIEVEMENTS AND FAILURES EACH YEAR.

102. LOOK OUT FOR #1. ALWAYS WATCH OUT FOR #2, THEY MAY BE GAINING ON YOU.

103. OF MOST IMPORTANCE, ACCEPT THAT SOME DAYS YOU ARE THE PIGEON, AND SOME DAYS YOU ARE THE STATUE.

104. EMBRACE CHANGE, IT IS THE LIFE'S BLOOD OF THE FUTURE.

105. NEVER BLAME YOUR PEOPLE FOR FAILURE. YOU ARE THE BOSS, YOU ARE RESPONSIBLE, YET YOU MUST DELEGATE. IF THERE IS FAILURE, YOU OWN A PART OF IT.

106. GUARD YOUR REPUTATION. IT CAN ONLY BE LOST ONCE.

107. TREAT EVERY JOB YOU DO, AND POSITION YOU HOLD, AS THE MOST IMPORTANT YOU WILL EVER HOLD. THEN YOU WILL HOLD FUTURE JOBS THAT ARE MORE IMPORTANT.

108. WE CAN ALWAYS DO WHAT WE DISLIKE FOR A TIME - THEREFORE DO WHAT YOU ARE SUPPOSED TO DO, EVEN IF YOU HAVE GOTTEN YOURSELF INTO SOMETHING MISERABLE THAT YOU HATE.

109. IF YOU ARE A LEADER, IF THE TOILETS NEED CLEANING, CLEAN THEM. IN SHORT, DO WHAT HAS TO BE DONE, NO MATTER WHAT.

110. REMEMBER, EVERYTHING YOU DO IN LIFE IS A PORTRAIT IN OTHERS MINDS OF WHO YOU ARE. WE ALWAYS PRIMP AND POSE AND LOOK OUR BEST FOR REAL LIFE PHOTOGRAPHS. DO THE SAME WITH THE WORK IMAGE YOU CREATE.

111. IF YOU ARE WORRIED ABOUT WHO AND WHAT YOU WILL BE IN THE FUTURE, THEN MAKE AND DEFINE YOUR OWN FUTURE.

112. NEVER FOLLOW THE HERD, REMEMBER THE VIEW YOU GET AS A FOLLOWER.

113. IF YOU CHOOSE TO BECOME POLITICALLY CORRECT IN LIFE, PLEASE NEVER CALL ME AGAIN, I COULDN'T STAND THE BOREDOM.

114. TAKE A CHANCE ON BEING DIFFERENT, AND UNIQUE.

115. ALWAYS COME TO WORK BEING WILLING TO BE FIRED FOR WHAT YOU BELIEVE IN, AND KNOW IS RIGHT.

116. ALWAYS BEND/BREAK STUPID RULES FROM THE PAST. BUT UNDERSTAND, THERE IS OFTEN A TOUGH PENALTY ON THOSE WHO TAKE RISKS AIMED AT PROGRESS.

117. WHEN INVENTING THE FUTURE, IT IS OFTEN MUCH EASIER TO ASK FORGIVENESS THAN IT IS TO ASK PERMISSION, PARTICULARLY IF WHAT YOU DID WORKS OUT.

118. IF YOU DON'T LIKE THE GAME YOU ARE PLAYING IN, THEN EITHER GAIN THE POWER TO CHANGE AND IMPROVE THE RULES, OR INVENT A NEW GAME (BUSINESS-CAREER) THAT FITS YOUR TALENTS AND ABILITIES.

NEVER JUST BITCH AND COMPLAIN!

119. HAVE THE COURAGE TO QUIT AND MOVE ON IF YOU HATE WHAT YOU ARE DOING. TO WIN IN LIFE YOU MUST TRULY LOVE WHAT YOU ARE DOING!
120. SMILE A LOT, AND GIVE AN UPBEAT GREETING TO STRANGERS - THE COST IS LOW, AND IT SURE MAKES LIFE FUN.
121. LIVE BENEATH YOUR MEANS AND WITHIN YOUR SEAMS.
122. RETURN EVERYTHING YOU BORROW
123. STOP BLAMING OTHER PEOPLE
124. ADMIT IT WHEN YOU BOO BOO
125. STRIVE FOR EXCELLENCE. REAL WINNERS KNOW NO OTHER GOAL!
126. BE ON TIME DON'T MAKE EXCUSES.
127. TAKE TIME TO BE ALONE – LEARN TO BE COMFORTABLE WITH YOURSELF.
128. BE HUMBLE, BUT INWARDLY VERY PROUD OF WHO YOU ARE!
129. UNDERSTAND AND ACCEPT THAT LIFE ISN'T ALWAYS FAIR
130. "I TRIED" IS A FIRST RATE COP OUT. TRYING IS NOTHING. THERE IS ONLY DO OR NOT DO. EITHER YOU DID IT, OR YOU DID NOT DO IT. THERE ARE NO BROWNIE POINTS IN LIFE FOR TRYING.
131. KEEP SKID CHAINS ON YOUR TONGUE. ALWAYS SAY LESS THAN YOU THINK.
132. MAKE PROMISES SPARINGLY AND KEEP THEM FAITHFULLY AT ALL COSTS.
133. BE INTERESTED IN OTHERS – THEY WILL THEN FIND YOU INTERESTING
134. BE CHEERFUL, ALWAYS – HIDE YOUR PAINS, WORRIES AND DISAPPOINTMENTS.
135. PRESERVE AN OPEN MIND ON ALL DEBATABLE QUESTIONS – IT IS A MARK OF SUPERIOR MINDS TO DISAGREE AND YET STILL BE FRIENDLY.
136. BE KNOWN AS SOMEONE WHO BUILDS BRIDGES, NOT FENCES OR BOMBS.
137. IF YOU GIVE YOUR BOSS A RIDE IN YOUR CAR, AND BECAUSE OF THE SMELL & MESS, THEY ASK IF YOU HAVE A DOG – ALWAYS SAY YES
136. COMPANIES WILL TELL YOU ABOUT THEIR STANDARD OPERATING PROCEDURES (SOP'S). THEY DON'T WORK. LEARN FAST HOW THINGS REALLY GET DONE. THE WORLD MOVES TOO FAST TO DEPEND ON STATIONARY RULE BOOKS
139. DON'T SEND ANYTHING BY E-MAIL THAT YOU WOULDN'T WANT IN YOUR PERMANENT PERSONNEL FILE. THAT HOLDS DOUBLE AND TRIPLE TRUE FOR THINGS LIKE U-TUBE, FACE BOOK, MY SPACE, ETC!
140. WHEN SENDING SOME MEMOS, THE ONLY THING THAT MATTER ARE THE CC'S.
141. THOSE WHO REFUSE TO PLAY OFFICE POLITICS COULD BE AT THE

MERCY OF THOSE WHO DO. AT LEAST UNDERSTAND THE GAME, ESPECIALLY WHEN YOU ARE THE LEADER.

- 142. NEVER COMPLAIN THAT YOU ARE BORED!!!!!! REMEMBER, ONLY BOOOOORING PEOPLE GET BORED!**
- 143. ALWAYS GET UP IN THE MORNING LOOKING FORWARD TO GOING TO WORK. IF YOU HATE GOING TO WORK, CHANGE WHAT YOU DO IMMEDIATELY!!!!!**
- 144. WHEN SENDING EMAILS – USE PROPER GRAMMAR, PUNCTUATION AND LANGUAGE. ALL FORMS OF COMMUNICATION HELP TO PAINT A PICTURE OF HOW GOOD YOU ARE**
- 145. DO NOT ADDRESS BUSINESS ASSOCIATES (EITHER ABOVE OR BELOW YOU) BY THEIR LAST NAMES ONLY – SHOW THEM PROPER RESPECT AND DIGNITY.**

- 146. PUT LIFE IN PROPER PERSPECTIVE – HOW MUCH MONEY YOU MADE IN LIFE WILL NOT BE THE FINAL MEASURE OF HOW GOOD YOU ARE – YOUR IMPACT IN DOING GOOD WITH YOUR EARNED POWER AND WEALTH IS THE SUM TOTAL OF YOUR ULTIMATE VALUE TO THE WORLD, AND HOW YOU WILL BE REMEMBERED. THE PERKS AND WEALTH OF SUCCESS ARE ONLY A SIDESHOW**
- 147. SAY HI TO THE FOLKS YOU PASS ON THE STREETS, OR WHEN YOU GET IN AN ELEVATOR – YOU WILL BE SURPRISED HOW IT BRIGHTENS MOST PEOPLE’S DAYS.**
- 148. BE HAPPY IN ALL YOU DO – IT REQUIRES THE USE OF FEWER MUSCLES THAN SADNESS.**
- 149. TREAT EVEN YOUR LOWEST LEVEL EMPLOYEE WITH DIGNITY AND RESPECT.**
- 150. BE FAIR AND EQUAL IN PAYING YOUR PEOPLE – BASED ON THE RESULTS THEY TURN IN. IF YOUR FIRM DOES WELL, SHARE THE WONDERFUL HARVEST WITH YOUR PEOPLE, AS THEY HELPED YOU TO MAKE IT HAPPEN.**

- 151. THE TREND IS YOUR FRIEND – SEEK OUT THE FUTURE COURSE OF LIFE, THEN HELP TO MOLD IT, LEAD IT, AND MAKE IT WORK FOR YOU.**
- 152. DRAW A PICTURE OF YOUR FUTURE PATH – BUT DO IT WITH A PENCIL WITH AN ERASER ON IT.**
- 153. THE PERFECT NEUTRALIZER FOR THE BUFFOON WHO DOMINATES A CONVERSATION WITH STUPID CLAPTRAP – “IF HORSE MANURE WERE MUSIC, THAT REMARK WOULD BE A SYMPHONY.”**
- 154. MOST PEOPLE WHO SAY THEY WANT TO SERVE GOD DO IT IN AN ADVISORY CAPACITY.**
- 155. THE ECONOMICS OF ENOUGH – AT SOME TIME IN YOUR LIFE YOU MUST TURN FROM AN ACQUISITION/CONSUMPTION MODE TO A LIFE OF CONTRIBUTION TO OTHERS AND SOCIETY.**

- 156. RAW CAPITALISM IS SIMPLY GREED. VALUE LOADED CAPITALISM IS GOOD FOR SOCIETY**

157. MONEY IS LIKE MANURE, IF YOU PILE IT UP IT STINKS! IF YOU SPREAD IT AROUND, IT GROWS THINGS.
158. THE POOR ARE SUPERB MONEY MANAGERS. MANAGE AND USE YOUR WEALTH AS THOUGH YOU COULD LOSE IT ALL. YOU CAN!!!!!!
159. 10% OF THE WORKFORCE ARE ENTREPRENEURS WHO WILL CREATE THE JOBS FOR THE OTHER 90%.
160. YOU WILL MAKE MISTAKES, IT IS NORMAL TO HAVE TO PAY FOR YOUR OWN MISTAKES, DON'T LET FEAR OF MISTAKES KEEP YOU FROM YOUR FULL SUCCESS.

161. LIFE IS A TAPESTRY WOVEN FROM YESTERDAY'S THREADS.
162. THE BEST WAY TO BECOME THE BOSS ISN'T TO SPEND DECADES STUMBLING UP THE CORPORATE LADDER – START YOUR OWN BUSINESS AND LEAD FROM DAY ONE.
163. GO SOAR – GO SIT ON A ROCK, OR UNDER A TREE, OR ON A CLIFF – AND THINK AND PLAN WHAT YOU ARE ALL ABOUT. DO THIS AT LEAST WEEKLY.
164. DO NOT CALL PEOPLE TO YOUR OFFICE, IT FRIGHTENS THEM. GO SEE THEM IN THEIR OFFICES, AND ON THE WAY KEEP YOUR EYES OPEN TO WHAT YOU SEE THROUGHOUT THE BUSINESS.
165. LEADERS OWE A CLEAR STATEMENT OF THE VALUES OF THE ORGANIZATION TO THOSE THEY LEAD.

166. A TRUE LEADER MUST IDENTIFY, DEVELOP AND NURTURE THOSE THAT WILL REPLACE THEM.
167. A REAL LEADER MAKES A MEANINGFUL DIFFERENCE IN THE LIVES OF THOSE WHO PERMIT LEADERS TO LEAD.
168. NEVER FORGET THAT THOSE YOU LEAD CAN DESTROY YOU IF THEY NO LONGER BELIEVE IN YOU.
169. TEACH THOSE YOU LEAD: 1. SHARED VALUES 2. COMMON VISION 3. INDIVIDUAL ACCOUNTABILITY
170. THE THREE BIGGEST FAILURES OF OUR CORPORATE EXECUTIVES: 1. SHORT TERM ORIENTATION 2. SHALLOW THINKING 3. QUICK FIX EXPECTATIONS. FIX THESE FAULTS WITHIN YOURSELF.

171. TRUE LEADERS AND WINNERS CAUSE CHANGE AND IMPROVEMENT IN ALL THEY TOUCH, EVEN AT RISK TO THEIR OWN STATUS QUO AT TIMES.
172. DO WHAT IS RIGHT, PERIOD.
173. A KEY RESPONSIBILITY OF THE BOSS IS TO DEFINE REALITY.
174. THE LEADER TRULY MUST BE THE SERVANT TO THEIR EMPLOYEES.
175. REMEMBER WHAT YOUR MAMA TOLD YOU – SAY THANK YOU OFTEN TO THOSE YOU LEAD.

176. POLISH, HONE, LIBERATE, AND ENABLE THE TALENTS AND GIFTS OF YOUR PEOPLE.
177. HAVE A PURPOSE IN LIFE.
178. SHARE YOUR KNOWLEDGE, DON'T HOARD IT.
179. FIX PROBLEMS, RATHER THAN FIXING BLAME.

180. QUALITY IS THE KEY TO SUCCESS – BUT YOU MUST DECIDE HOW MUCH QUALITY YOU WANT AT YOUR PRICE POINT – QUALITY HAS A PRICE.
181. LEADERS ORCHESTRATE CHANGE AND ARE CATALYSTS FOR CHANGE. MANAGERS SIMPLY HANDLE AND CARRY OUT THE CHANGE CREATED BY OTHERS. LEAD AND MANAGE.
182. YOU MUST LEARN TO BE A SURVIVOR FIRST, THEN YOU CAN BECOME A WINNER AND LEADER.
183. OUTSTANDING PEOPLE HAVE ONE THING IN COMMON – AN ABSOLUTE SENSE OF MISSION.
184. THE FIVE MOST IMPORTANT WORDS TO MEMORIZE WHEN LEARNING TO BE A LEADER: YOU DID A GOOD JOB!!!! TAKING A MOMENT TO PAT SOMEONE ON THE BACK IS WORTH MUCH MORE THAN ALL THE MONEY AND MOTIVATORS IN THE BOOK.
185. NEVER FORGET THAT YOU GET THE GIFT OF LEADERSHIP FROM THOSE YOU LEAD

186. SURROUND YOURSELF WITH PEOPLE SMARTER THAN YOU WHO WILL NOT BE “YES” PEOPLE.
187. WITH RARE EXCEPTIONS, HOW YOU START OUT CLEARLY DETERMINES HOW YOU FINISH UP. IF YOU MISS THE FIRST BUTTON HOLE, YOU WILL NOT SUCCEED IN BUTTONING YOUR COAT PROPERLY.
188. DON’T CONFUSE ACTIVITY WITH ACCOMPLISHMENT. JUST BECAUSE YOU PUT IN TIME ON A PROJECT DOES NOT INSURE THAT YOU HAVE MAXIMIZED YOUR ACTION. WORK SMART, NOT JUST LONG.
189. YOU MIGHT FOOL YOUR BOSS, YOU COULD FOOL YOURSELF, IT IS VIRTUALLY IMPOSSIBLE TO FOOL THOSE WHO WORK FOR YOU.
190. BE WHO YOU REALLY ARE. THIS SUGGEST THAT YOU MUST FIGURE OUT WHO YOU ARE FIRST.

191. HAVING A MENTOR OR TWO IS A CRITICAL FACTOR IN SUCCEEDING TO YOUR MAX!
192. DON’T BE A FOOL AND THINK YOU KNOW IT ALL – YOU DON’T!
193. BE KIND, BE SENSITIVE, RESPECT OTHERS.
194. YOU MAY NOT HAVE BEEN RESPONSIBLE FOR YOUR HERITAGE. YOU ARE RESPONSIBLE FOR YOUR FUTURE!
195. HIRE PEOPLE WHO ARE BETTER THAN YOU ARE, THEN LEAVE THEM ALONE SO THEY CAN GET ON WITH IT.

196. AIM FOR THE REMARKABLE, NOT THE ROUTINE!
197. SUCCESS IS NEVER FINAL. CHANGE IS CERTAIN. YOU NEVER “HAVE IT MADE”. “MADE” CHANGES.
198. IF YOU PUT AS MUCH PASSION INTO YOUR LIFE’S WORK AS YOU DO YOUR OTHER INTERESTS (SPORTS, SEX, VACATIONS, TRAVEL, ETC.) SUCCESS WILL COME YOUR WAY.
199. DO NOT CONFUSE EXCELLENCE WITH PERFECTION. EXCELLENCE YOU CAN REACH FOR AND ACHIEVE. PERFECTION IS GOD’S WORK.
200. DO NOT FOLLOW WHERE THE PATH MAY LEAD. GO INSTEAD WHERE

THERE IS NO PATH AND LEAVE A TRAIL.

- 201. ENTREPRENEURS HAVE FIRE IN THEIR BELLY – A PASSION THAT SHOWS IN ALL THEY DO IN LIFE.**
- 202. WINNERS BELIEVED PASSIONATELY IN THEMSELVES AND THEIR ABILITY TO ACHIEVE.**
- 203. PASSION COMES FROM DOING THINGS YOU WANT TO DO. MAKE SURE YOU DO WORK, AND LEAD A LIFE THAT EXCITES YOUR PASSIONS.**
- 204. THE BEST WAY TO PREDICT THE FUTURE IS TO INVENT IT YOURSELF.**
- 205. CREATIVITY AND INNOVATION DO NOT HAVE TO DEAL ONLY WITH EARTH SHAKING EVENTS AND IDEAS – ONE CAN BE TERRIBLY CREATIVE IN DESIGNING A BETTER WAY TO FLUSH TOILETS.**

- 206. YOU MUST REACT TO LIFE EXTREMELY FAST AND MUST BE CREATING AND INNOVATING 24 HOURS A DAY.**
- 207. HAVING THE WORLD’S BEST IDEA WILL DO YOU NO GOOD UNLESS YOU ACT ON IT. TAKE THE FIRST STEP, OR SHUT UP AND SIT DOWN IN THE BACK ROW.**
- 208. LEARN TO LIVE WITH UNCERTAINTY AND AMBIGUITY – THEY ARE THE LIFE’S BLOOD OF AN EXCITING AND FULFILLING LIFE.**
- 209. IN THE MANDARIN DIALECT OF CHINESE THE WORD FOR INNOVATION IS VERY CLOSE TO THE DEPICTION OF AN OPEN WINDOW. BRING A BREATH OF FRESH THINKING INTO YOUR LIFE AND BUSINESS THROUGH AN OPEN WINDOW MIND.**
- 210. WHEN YOU THINK YOU DON’T HAVE POWER, PONDER THIS: IF YOU ARE AT ALL ACTIVE IN SOCIETY, THE AVERAGE LEADER IS JUST FIVE PHONE CALLS AWAY FROM CONTACTING THE PRESIDENT OF THE U.S. MAKE PHONE CALLS WHEN IT IS NEEDED.**

- 211. SMALL MINDS TALK ABOUT PEOPLE. AVERAGE MINDS TALK ABOUT EVENTS. LARGE MINDS TALK ABOUT IDEAS.**
- 212. AN OLD SAYING: “DON’T KEEP A DOG AND BARK YOURSELF”. DON’T HIRE SOMEONE AND THEN CONTINUE TO RUN THEIR JOB. TRULY DELEGATE.**
- 213. SUCCESS IS NOT MEASURED BY HOW YOU DO COMPARED TO HOW SOMEBODY ELSE DOES. SUCCESS IS MEASURED BY HOW YOU DO COMPARED TO WHAT YOU COULD HAVE DONE WITH WHAT GOD GAVE YOU.**
- 214. FOLLOW THE “BABE” RUTH PRINCIPLE – THE GUY WITH THE MOST STRIKEOUTS IS ALSO THE ONE WITH THE MOST HOME RUNS. SUCCESS COMES THROUGH TRYING AND FAILING AND TRYING AGAIN.**
- 215. USE PEOPLE AND CONTACTS AS CONDUITS AND CONDUCTORS FOR ACTION, BUT DO NOT ABUSE THEM.**

- 216. HONOR YOUR MENTORS.**
- 217. SOME PEOPLE ARE REALLY TERRIFIC AT RUNNING THE 95 YARD DASH. WITHOUT THE LAST FIVE YARDS, THE FIRST 95 YARDS OF YOUR LIFE ARE WORTHLESS.**

218. MANAGERS ARE A DIME A DOZEN. GREAT LEADERS ARE SCARCE. WHAT DO YOU HAVE IN YOU???????
219. YOU MUST HAVE A FUTURE ORIENTATION – YOU MUST BE THINKING 5 YEARS OUT, NOT 2” IN FRONT OF YOUR NOSE.
220. TO MANAGE OTHERS ONE MUST HAVE A SHARP MIND IN A VELVET SHEATH. TACT COUNTS.

221. BE A CHANGE AGENT – SHAKE THINGS UP REGULARLY.
222. BEFORE ONE CAN BEND OR BREAK THE RULES, ONE MUST KNOW WHAT THE RULES ARE.
223. THE THINGS WE HAVE ACHIEVED FOR OURSELVES DIE WITH US. THE IMPACT WE HAVE HAD ON THE WORLD REMAINS AND IS IMMORTAL.
224. NEVER UNDERESTIMATE THE POWER OF STUPID PEOPLE IN A LARGE GROUP.
225. DON'T LET YOUR SNIPING POLITICAL CRITICS GET TO YOU – IGNORE THEM AND PROVE THEM WRONG BY YOUR MAGNIFICENT EFFORTS.

226. TO BE CREATIVE YOU MUST LOSE YOUR FEAR OF BEING WRONG
227. HUNCHES USUALLY HAVE A SUBCONSCIOUS BASIS IN FACTS, SO LISTEN TO THEM.
228. EMPLOYEE PROBLEMS THAT ARE SOLVED WITH THE HEAD COME BACK TEN FOLD, WHEREAS EMPLOYEE PROBLEMS THAT ARE SOLVED WITH THE HEART STAY SOLVED.
229. YOU, NOT THE EVENTS AROUND YOU, HAVE THE POWER TO MAKE YOU HAPPY EACH DAY. YOU CAN CHOOSE WHICH IT SHALL BE.
230. YOU CAN BECOME WHAT YOU CAN CONSCIOUSLY IMAGINE – DREAM A LOT

231. NEVER BAD MOUTH YOUR COMPETITORS, YOUR BOSS, OR YOUR COLLEAGUES. YOU WIN BY YOUR ACTIONS AND ACHIEVEMENTS, NOT A BIG TRASH MOUTH.
232. LOOK FOR WHAT IS GOOD AND POSITIVE IN ALL WHO COME WITHIN YOUR SPHERE.
233. FAILURE IN LIFE DOES NOT COME FROM NOT REACHING YOUR GOAL. THE BIGGEST FAILURE IS FROM HAVING NO GOAL TO REACH.
234. DON'T DWELL ON YOUR PAST MISTAKES AND FAILURES. LEARN FROM THEM AND PUT MAXIMUM EFFORT INTO WHAT YOU ARE DOING NOW, AND DO IT WELL.
235. DO NOT FEAR SETTING YOUR AIM TOO HIGH AND FALLING SHORT, RATHER, FEAR SETTING YOUR AIM TOO LOW AND ACHIEVING YOUR MARK.

236. KEEP AWAY FROM THOSE WHO BELITTLE YOUR AMBITIONS. HANG WITH WINNERS WHO MAKE YOU FEEL THAT YOU, TOO, CAN BECOME GREAT.
237. ULTIMATELY THE END GAME SHOULD NOT BE TO GET RICH, BUT TO ENRICH THE WORLD.
238. CHARACTER REALLY SHOWS IN WHAT YOU DO ON THE THIRD AND FOURTH TRIES.

- 239. CHANGE YOURSELF FIRST, THEN EMBARK UPON CHANGING THE WORLD.**
- 240. TAKE YOUR IPOD OUT OF YOUR EARS – YOU MIGHT HEAR SOME GOOD SOUNDS LIKE INTELLIGENT PEOPLE SAYING INTELLIGENT THINGS TO YOU. THEN YOU MIGHT EVEN LEARN TO SPEAK TO OTHERS INTELLIGENTLY, YOURSELF. THE SAME HOLDS TRUE FOR YOUR CELL PHONE!!!!**
- 241. NOTE: THE TURTLE ONLY MAKES PROGRESS WHEN IT STICKS ITS NECK OUT.**
- 242. ALWAYS DO THINGS YOU FEAR THE MOST – COURAGE IS AN ACQUIRED TASTE, LIKE CAVIER.**
- 243. BESIDES THAT, FEAR OF FAILURE STIMULATES YOUR MIND HEART AND SOUL TO DO YOUR BEST WORK**
- 244. TAKE YOUR STUFF, YOUR PAIN, YOUR PROBLEMS, AND YOUR PAST AND USE THEM EFFECTIVELY SO YOU CAN CHANGE THE FUTURE. GOOD THINGS COME OUT OF ABSOLUTELY HORRIBLE SITUATIONS.**
- 245. FAILURE IS THE CONDIMENT THAT GIVES SUCCESS ITS FLAVOR.**
- 246. USE PROPER PUNCTUATION IN YOUR E-MAILS! USING CUTSIE PIE TEXT MESSAGING SHORTCUTS, AND CODE SYMBOLS DOESN'T HACK IT IN THE WORLD OF BUSINESS. IT DOES NOT SHOW THAT YOU ARE A LEADER AND UNDERSTAND HOW THE BUSINESS WORLD WORKS! (YES, IT IS IN HERE TWICE, IT IS THAT IMPORTANT – NOW MAYBE YOU WILL REMEMBER IT!)**
- 247. BELIEVE, ALWAYS!!!!**
- 248. CONSTANTLY DREAM OF WHAT CAN BE – THEN MAKE IT BE TRUE!**
- 249. MOVE ON QUICKLY FROM YOUR FAILURES, BUT ANALYZE HEAVILY WHAT CAUSED THEM – IF YOU REPEAT YOUR PAST MISTAKES, IT IS TIME TO BECOME A MONK OR A NUN!**
- 250. SEEK AND DISCOVER THE TWO OR THREE REALLY POWERFUL STRENGTHS YOU HAVE WITHIN YOU – CULTIVATE THEM, AND THEN SEEK OUT A CAREER PATH WHERE THESE TALENTS ARE OF TREMENDOUS VALUE**
- 251. TAKING THE FIRST STEP IS THE KEY TO ACHIEVING IMPACT – MOST JUST TALK, THE WINNER WINS BECAUSE THEY ACT!!!!**
- 252. FOOLS THINK GOD WILL PROVIDE FOR THEM. GOD IS TOO BUSY HELPING THOSE WHO HELP THEMSELVES! DO YOUR PART IN THE GAME OF LIFE**
- 253. TRAVEL LETS YOU SEE THE BEAUTY OF THE WORLD, BUT IT ALSO LETS YOU SEE THE POWER AND CAPABILITIES WITHIN YOURSELF**
- 254. AN OLD IRISH PROVERB SAYS DON'T CUT YOUR THROAT WITH YOUR TONGUE**
- 255. HANG WITH THE BEST IN YOUR CAREER, AND YOUR LIFE, EXCELLENCE IS CATCHING**
- 256. DON'T CHEW GUM. YOU LOOK DUMB, JUVENILE, AND UNPROFESSIONAL.**
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PLEASE FEEL FREE TO ADD YOUR OWN PERSONAL RULES FOR LIFE THAT DEVELOP AS YOU GO ALONG THE PATH TO BEING AWINNER IN THE FUTURE.