



DR. DAVID MOLAPO

DR DAVID MOLAPO



10 EXCITING KEYS TO

SUCCESS



10 EXCITING KEYS TO

SUCCESS

DR DAVID MOLAPO

TEN EXCITING KEYS TO SUCCESS

Copyright © I Can Foundation

Cover art and layout copyright © G-FORCE Publishing 2003 First
Edition, First Impression, 2003 - Second Edition, 2020

ISBN 0-9584624-1-0



P O Box 2700, Fourways, South Africa, 2055

www.ican4ir.com

Editing and Proofreading: Ronell Swartz
Cover design, layout and typesetting: artifactMEDIA, Gauteng,
South Africa

© All rights are reserved. Apart from any fair dealing for the purpose of research, criticism or review as permitted under the Copyright Act, no part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the author and publisher.



CONTENTS

This book can change your life!	i
Preface	iii
Key 1 Control your thought life	1
• People become what they think about.	
Key 2 Have precise goals	7
• Are you kicking goals or just keeping score?	
Key 3 Control your speech	15
• Words condition your own thinking as well as the thinking of others.	
• Talk positively.	
Key 4 Assume responsibility	25
• Do it now!	
Key 5 Overcome problems and hurts	35
• Don't nurse your hurts.	
• Don't rehearse your hurts.	
• Don't curse your hurts.	
But	
• Reverse your hurts.	
• Hurts will make you bitter or better.	

Key 6	Befriend good people	41
	<ul style="list-style-type: none">• You grow according to the company you keep.	
Key 7	Work smarter - not harder	49
	<ul style="list-style-type: none">• Think. How can I do it better?• The key to success is attention to detail.	
Key 8	Do more than expected	53
	<ul style="list-style-type: none">• Go the second mile.• The difference between good and great is that little extra effort.	
Key 9	Keep at it	61
	<ul style="list-style-type: none">• It's always too soon to quit. Never give up. Persist.	
Key 10	Be committed	67
	<ul style="list-style-type: none">• You will never really achieve in life unless you are totally committed.	
	Epilogue	73
	Power Points	75





THIS BOOK CAN CHANGE YOUR LIFE!

When reading a book, you might decide to apply what you have read, but all too often, a few weeks later, all the good intentions have been forgotten. Here are five practical ways of -

Turning good intentions into practical habits

1. Use cards

Write the principles or passages you want to memorise on small 9 x 12 cm cards and review them often.

2. Mark your calendar

Mark your calendar daily with the time when you will review your good intentions.

3. Re-read what you have underlined

Underline key portions of this book, then frequently re-read what you have underlined.

4. Apply the material immediately

There is an old saying :

- Hear something – you forget it
- See something – you remember it
- Do something – you understand it



Apply what you learn as soon as possible - it helps you to understand and remember.

5. Prioritise what you want to learn

Select one, two or three things from the book, apply them faithfully and make them a habit. Remember, every person struggles to turn good intentions into habits. By using these five points your wishing will be turned into doing.





PREFACE

Nobody wants to climb the ladder of success only to discover that his ladder had been leaning against the wrong wall! Success is a series of right choices. Each day we stand at a fork in the road. When we say yes to one activity, we must say no to another.

Effective leadership is the willingness to sacrifice for the sake of pre-determined objectives. We must know what we want to achieve and then go for it with single-minded determination. Elton Trueblood, the great Quaker of yester-year, stated perceptively that -

*Man can bear great physical and spiritual hardship
but what he cannot bear
is the sense of meaninglessness.
We must find some way in which our lives count,
in which they seem important,
or we will go mad.*

Your life can be filled with meaning and purpose. It is my hope that this book will help you discover what that purpose is. Fill your life with a sense of destiny. Discover what your purpose is. It would be a tragedy to come to the end of your life and realise how much more you could have achieved.



Don't let anybody tell you winning is not important.

Don't just exist. Start to live, and start to win.

Everybody is born with an equal chance to become just as unequal as he or she possibly can.

In 1936 Jessie Owens came back from the Olympic Games as the world's fastest man. At the huge press conference, the first question asked was, "How did you do it, Jessie? Four gold medals! You embarrassed Hitler in his own hometown. You are the fastest man in the world ... how did you do it?"

"Oh," he said, "I think it all began when I was a kid back in junior high school. My coach got us together and made a speech I've never forgotten."

"The main thing he said was, 'You can pretty well become whatever you make up your mind to be.' As a junior high kid, I looked up at my coach and shouted, 'Coach, I've already decided what I want to be! The fastest man in the world!' And my coach looked down at me, a skinny, scrawny black boy and said, 'Jessie, that's a great dream. Fact is Jessie, I don't know if I've ever heard such a great dream. There's only one problem with your dream, Jessie.'

'What's that, Coach?' 'Dreams have a way of floating high in the sky, they just float up there like clouds. Dreams never become realities unless you have the courage to build a ladder to them.' 'How do you build a ladder to a dream, Coach?' 'Well, Jessie,' he said, 'you build it one step at a time.'"



By nature, I am a practical person. If it doesn't work, I'm not interested. In this book, there are ten steps that I know really work. They have been tried and proven in many lives and they're just waiting to be proven in yours.

Let's start right now. These ideas are, to say the least, exciting. Don't try to skip any. Take each step as it comes and they will take you all the way to the top.

***Together, let's discover
the power of a successful life***





KEY 1



CONTROL YOUR THOUGHT LIFE

PEOPLE BECOME WHAT THEY THINK ABOUT

I remember being in the beautiful Victorian city of Bendigo, driving past a circus and seeing the huge elephants. Tied by a chain to a small stake in the ground was a large elephant. I thought to myself, "He could easily rip that stake from the earth and be free. Why doesn't he do it?" Then the answer dawned on me. As a small elephant, he could never break free and after much time and pain, his mind was conditioned to believe that he would always be enslaved.

The tragedy is that so many people are like that. They are beaten from the start, thinking that they will never amount to much in life, that they will never gain skills or accomplish anything and that they will always have to stay in the same old rut.

It's not what you think you are, but what you think you are not, that often causes the problem.

Your brain is the most complex mechanism in the world and certainly the most influential organ of your body. It is your brain that enables you to think, remember, love, hate, feel, reason, imagine and analyse.



The average brain contains approximately 12 billion cells, each connected to 10 thousand other brain cells, totalling 120 trillion brain connections. It is no wonder that a scientist stated, "The human brain is the most complex arrangement of matter in the universe."

Modern technology, with all its advancement in computers, has not even come close to duplicating the brain's capabilities. The type and content of information you allow to be fed into your brain is tremendously important. The wise writer of the Book of Proverbs observed, "As a man thinks in his heart, so is he."

Our brains have three very important functions, namely our intellect, emotions and will. With all the negative input into our minds today, we can understand why there are so many negative reactions to life. I refuse to read the newspaper first thing in the morning because it is filled with bad news. The only success stories are in the sports pages, and even here so many have lost the game. What a way to start the day!

***If you do not control
your thought life,
you will be a slave
of your surroundings***

The saying is so true - life responds to our attitudes.

The world's greatest area of undeveloped territory lies beneath people's hats. It was the great Benjamin Disraeli who said, "Nurture your mind with great thoughts, for you can never go any higher than you think." The choice is yours whether your thoughts will be constructive or destructive, but they will determine the ultimate result of your life.



***If you want to be successful
you must think until it hurts***

To control your mind and make time to think, is hard work, but the results are fantastic and immeasurable. Most of us are mentally lazy and we always choose the path of least resistance. But, once we have overcome the inertia of getting our minds ticking, the hard grind is over. The thinking apparatus has become trained.

Your mind is like a muscle. It must be exercised to grow. This has been one of the greatest discoveries of my life. Don't limit your potential. Just as you exercise your body to develop, grow and stay healthy, so learn to stretch your mind. What you don't use, you lose.

One of the greatest ways to develop your mind is through reading. Remember - leaders are readers.

THINK AHEAD OF TIME

Pre-plan your mind ahead of time how to react in specific situations. For example, should you receive too much change when purchasing something, you would give the money back. Should you have the opportunity to read unwholesome literature, you would refuse it. Precondition your mind - it really works.

***Take time to think -
it is the source of power***



Don't say you have no time to think. Time given to thought is the greatest time-saver of all. A forester never loses time when he sharpens his axe.

OVERCOME WORRY, DOUBT AND FEAR

The three worst mental enemies you'll have to fight and conquer are worry, doubt and fear. You face them every day. They will waste your time and sap your strength.

***Today is the tomorrow
you worried about yesterday***

There is an old Swedish proverb that says worry often gives a small thing a big shadow.

Here are the keys to overcoming worry, doubt and fear -

- Clearly analyse your concerns.
- Evaluate the possible outcome.
- Establish whether or not they truly have any substance.
- Determine whether it is a fear of the past or a fear of the future.

Remember that 40% of the things you worry about never happen, 30% are in the past and cannot be helped, 12% concern the affairs of others and are not your business, 10% are about sickness, real or imagined, and 8% are worth worrying about. Attack the 8% with faith and action and you can eliminate most of the worries, doubts and fears that seek to prevent your happiness and the attainment of your goals.



The mind is the most delicate and sensitive instrument in all creation. Just as the body is what it is being fed, so the mind is what the mind is being fed.

LEARN TO THINK BIG

Petty-minded people never really succeed in life. I know people who are in top positions, yet they are really quite small in their thinking. Their quality of life is very low. Keep your mind focused on big objectives. You may win arguments, but not friends. You can prove your marriage partner wrong by winning arguments, but drive peace and happiness from your marriage. You may make major issues out of the minor errors of a student or an employee, but fail to develop their potential.

Big men do not laugh at big ideas. People who tell you it cannot be done are almost always unsuccessful people. They are often strictly average or at best mediocre in terms of their accomplishments. Be extra cautious about such people.

Don't allow negative-thinking people to destroy your plan to think your way to success. They are everywhere and they seem to delight in sabotaging the positive progress of others. Often they feel inadequate in themselves, therefore they want to make a mediocre person out of you.

***Don't let the dissenters
be the deciders***

You are judged by the company you keep. Birds of a feather flock together. Be sure you are in the flock that thinks right.



THROW THE THOUGHT POISON OUT OF YOUR ENVIRONMENT

Each of us is responsible for our own attitude and mental outlook. The body produces substances called endorphins that operate at different sites in the brain and in the spinal cord. They reduce the intensity of pain and they censor unpleasant stimuli. In fact, the presence of endorphins, which are secreted by the brain, actually causes a feeling of well-being. Researchers have established that optimistic thoughts and positive attitudes can stimulate the production of endorphins.

Control your thought life, don't let it control you. Picture the person you want to become, then move toward becoming that kind of person. If you see yourself a failure - a failure you will be. If you see yourself as someone with purpose and direction in life, then that is the kind of person you will become.

***As a man thinks in his heart -
so is he***

***Never surrender your dreams
to noisy negatives***





KEY 2



HAVE PRECISE GOALS

ARE YOU KICKING GOALS OR JUST KEEPING SCORE?

The saying is quite true - if you fail to plan, you plan to fail. Can you imagine what a basketball or football game would be like without goals? Absolute bedlam! Goal setting is one of the most important steps in achieving success. What do you hope to do or be in twenty years, ten years, five years, two years or one year from now, or even six months? Set monthly, daily, even hourly goals. It becomes exciting to see so many of your desires being realised.

Some time ago my nephew Thabang was laboriously going over his times tables. I said, "Thabang, the only way to master maths is to master your times tables." I asked him to set his watch for twenty minutes, give his total attention and effort for that time and then he would be free to go and play. Twenty minutes later he had mastered the difficult tables and was outside playing happily. What happened? He had set a goal in a specific time frame and had achieved results. That is all that goal setting is.

***Are you kicking goals
or just keeping score?***

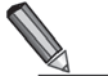


Here are some suggestions to get you started in the exciting discovery and potential of goal setting.

Start with a few ideas, for example:

I would like to -

- Become a better parent, husband or wife
- Better my job situation
- Obtain a better education
- Increase my reading schedule this year
- Be an excellent teacher, doctor, etc.
- Become the best mechanic in the shop
- Get the job I want
- Play the piano
- Obtain my own business, etc, etc.



Make a list of the goals in your life. Dream some dreams. Now re-arrange them in order of priority. Which goals do you want to achieve first? Then set a target date. Be realistic. Make them attainable goals, for example, if you want to join the Police Force, you must have a matric certificate and a driver's licence.

GOAL	DATE
1	
2	
3	
4	
5	
6	



7	
8	
9	
10	
11	
12	
13	

Now that you have listed your goals, take a separate piece of paper, one for each goal, and write your goal at the top of the page. Next, write the following three headings with even spacing underneath each other on the page. See below.

GOAL NO 1

ACTIONS

1
2
3
4
5

QUALITIES THAT I NEED TO OBTAIN MY GOAL

1
2
3
4
5



DEFICIENCIES TO CONQUER

1
2
3
4
5

ACTION REQUIRED

Now make a list of the actions you must take to achieve your goal.

Remember, no gain without pain. For example, if your goal is more education, you will have to put in extra effort to save systematically until you have enough money for the course.

QUALITIES THAT I WILL NEED TO ACHIEVE MY GOAL

The next step is to write down and develop the qualities in your personal behaviour that will be required to achieve your goal. Visualise the new you. For example, a pleasant personality, neat appearance, mental awareness and hard work.

PRESENT DEFICIENCIES TO CONQUER

When you have your goal clearly defined and know what you must do to achieve it, identify some present deficiencies you



might be aware of. Don't be too hard on yourself, but honestly evaluate the obstacles that might prevent you from achieving these goals, for example, laziness, wasting time, a critical tongue and impatience.

Now you can start to work towards your goals and when these deficiencies pop up, you already have a plan of action to conquer them.

Do the same for each goal you have identified. Keep your sheets of paper handy in your diary or somewhere convenient and have a regular look to see what progress you are making.

Develop an inner will to follow through with your plans regardless of obstacles, criticism or circumstances. Do not worry about what other people say, think or do. You must develop a burning desire for the things you want in life.

In the absence of clearly defined goals, we are often forced to concentrate on activities, which ultimately enslave us. Remember, there is no joy in victory without running the risk of defeat.

***Opportunities never come
to those who wait -
they are captured
by those who dare to attack***

The fulfilment of your goals must be good for others. If they bring harm to others, your goals are selfish. The greatest



rewards in life are love and achievement. All else is secondary. Become a giver - not a getter.

DON'T BE AFRAID TO SET GOALS

To achieve goals demands hard work, determination and commitment. Many people do not even establish a quest to achieve goals because of fear. The fear of being ridiculed by others, fear of defeat, fear that their goals will not be perfect, or even worse, fear that they might be considered presumptuous.

Establish S-M-A-R-T goals.

Make your goals -

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**angible

You can't manage what you can't measure. When performance is measured, performance improves. A leader and winner is someone who turns resources into results.

The importance and benefits of goal setting cannot be measured. Without setting goals your visions and dreams are just wishful thinking. The main benefit of goal setting is that it simplifies decision making. Your physical health is also better because you have established a positive attitude to life and your mental health is so much better because you eliminate stress, confusion and fear.



People who have goals gain respect from other people. Goals give you a sense of accomplishment - it gives you “stickability” and staying power. Staying power sets leaders apart from ordinary men.

STAY MOTIVATED

Your degree of motivation is only as high as your opinion of your goals. A lack of passionate belief in your goals can quench your desire to succeed and will paralyse your progress.

The tragedy of life is not the lack of reaching your goal - the tragedy lies in having no goal to reach.

Start now!

***Determine what you want
more than anything else in life,
write down the means
by which you intend to attain it,
and permit nothing
to deter you from pursuing it***





KEY 3



CONTROL YOUR SPEECH

WORDS CONDITION YOUR THINKING AND THE THINKING OF OTHERS - SO TALK POSITIVELY

One of the most amazing facts of life is that your speech determines your direction in life. Not only does it determine your own thinking, but it influences so many other people whom you are in contact with day by day.

I remember once speaking to a group of men in prison. I said, "Most of you men are here because your parents, relatives or so-called friends said you would end up in jail." They looked at me in disbelief, thinking I had a crystal ball. One man said, "My parents said that I would end up in prison one day and I didn't want to disappoint them!" I would estimate conservatively that 90% of prisoners have had that experience.

THE TONGUE CONTROLS YOUR LIFE

You can say, "I hate you!" or "I love you!"

These are only words but they are powerful words. Which words would you like to hear and how would they affect you? Remember - what you say is what you get. To control your



mouth you must first control your mind. Right or wrong thinking forms the basis of controlling your words.

Whatever we sow, we will reap. If we criticise people, we will reap criticism. If we judge others, we will be judged. If we encourage people, we will be encouraged in turn. If we show care, love and concern, we will reap the same.

The computer of your mind needs constant reprogramming with positive input.

Words are the most powerful force in the universe. The words you speak will either hold you in bondage or bring you success. Examine your vocabulary.

Many people make statements which prevent them from reaching their true potential in life, for example:

- I am not smart enough for that.
- I cannot do anything about my temper.
- I will never be able to have that.
- I could not possibly do that.

You see - words are either creative or destructive. Words, and the way you speak, can make a real difference in your life.

***As you think, so you speak
as you speak, so you act
as you act, so you determine your future***

The words you speak about yourself and your circumstances can literally change things. They can make the difference between defeat and success.



Speech filled with fear, doubt, unbelief and negativity can cause defeat in your life. On the other hand, words filled with optimism, hope and belief will shape a positive future for you. Words determine your attitude.

Spoken words programme your heart either for success or defeat. Little by little you can change things in your life, and these things will change your future. Positive words are like the rudder of a ship - they can turn your life into a different direction.

While words are no substitute for hard work and perseverance, they will determine your attitude. And remember, your attitude confirms your vision.



*If you keep on saying things are going to be hard,
you have a good chance of being a prophet.*

- Isaac Singer -



Our words have a powerful input in other people's minds. There was a milkman in America who would run up to a certain house and as he delivered the milk, he would ruffle the curly hair of a little girl and say, "How's my little Miss America this morning?" He said it so constantly that the girl went on to become Miss America!

Married couples can destroy each other with cutting words and by publicly putting each other down. For example, "It's great that you have come for lunch today - at least we are getting a good meal."



Parents can destroy their children's self-esteem by making remarks like, "Look at Johnny, he can't even tie his laces." Johnny is saying to himself, "Yes, I am useless, I am hopeless."

Teachers can belittle their students, and bosses can destroy relationships with employees, through continual criticism and little praise.

THE IMPORTANCE OF PRAISE FROM PARENTS

The key elements of self-esteem are belonging, worth and confidence. Belonging comes from our relationships at home; worth comes from what we are intrinsically; and confidence comes from what we can do - our achievements.

Children must be affirmed constantly.

You need to praise children for what they do and for the efforts they make to improve their abilities. Can you praise too much? Absolutely not. Not if the praise is legitimate and sincere. It must not be flattery or manipulation.

Studies have shown that for every negative thing you say to a child, you need to say four positive things in order to keep the balance. Parents, please don't nitpick and don't criticise.

***All of us have formulated
a mental image of ourselves
based on the feelings of acceptance
we have received from our parents***



TEENAGERS CAN DESTROY EACH OTHER

From thirteen to sixteen can be the most disastrous years in a person's life. At this time young teenagers turn on each other and become very critical. They leave primary school and go into high school with hopes and ambitions. We can only pity the struggling teen who at this point must face remarks like, "Is that a nose or a banana on your face?"

This is the age when parents, teachers and friends need to work particularly hard to encourage and help young teenagers.

YOU ARE ABSOLUTELY UNIQUE - YOU ARE SO SPECIAL

Have you ever considered just how special you are, even in your physical body? Just think -

YOUR EARS

Your ears are still growing, even though the other parts of your body have stopped. Should you live to be a thousand years, your ears would be as big as elephant ears.

YOUR HAIR

The hair on your head is as strong as aluminium. A narrow rope woven from human hair can support the weight of a small car.

YOUR SKULL

Your skull is as strong as steel, but proportionately it weighs only one fifth of the weight of steel.



YOUR EYES

Do you think you've got nice brown or blue eyes? It is not true. Blue eyes are actually red and only appear to be blue. The iris, the coloured part of the eye, is covered with tiny blood vessels which, when seen through the cornea at the front of the eye, look blue.

YOUR TEETH

The hardest part of your body is the enamel on your teeth - it is even harder than ivory.

YOUR HANDS

Your hands are probably your most complex instruments, capable of performing thousands of jobs with precision. Just to grasp something brings into play a host of muscles, joints and tendons - from the shoulders to the fingertips. Taking a spoonful of soup, for instance, involves more than 30 joints and 50 muscles.

YOUR FEET

During an average day, your feet take a sledgehammer pounding equivalent to more than a thousand tons. They can support the weight of a 90-kilogram man on a base less than 310 square centimetres without fatigue. This is achieved by an astonishing arrangement of bones and joints. A quarter of all the bones in your body is in your feet.

YOUR HEART

The human heart beats about hundred thousand times a day and about 40 million times a year. Normally it beats 70 times a minute, but it often changes to keep pace with music or the rapid beat of drums. It can pulse to almost any rhythm and it automatically picks up the beat.



You may not have noticed it, but you are actually a little lop-sided. Usually the left leg is a shade shorter than the right, one arm is longer, one ear bigger and there is likely to be more hair on one side of your head than on the other.

NO ONE EVEN SMELLS LIKE YOU!

That's how your dog knows who you are! Let's face it - you are special.

TALK POSITIVELY

Not only is it important to talk positively to others, but it is essential to talk positively to yourself and to express yourself in a positive way. I saw a woman sitting down and placing a cup of coffee on the floor beside her with these words, "Now watch me spill that." You can be very sure that she did spill it!

An employer would never employ a person with a dirty mouth. He knows that if that person cannot control his tongue, chances are that he cannot be trusted to control his sticky fingers on the job.

In the same way an employer cannot afford the luxury of a negative-speaking, critical employee, as others in the organisation would soon follow his example and think negatively.

I love the reply of those who say, "No problem," when asked to do something. Learn to use affirmative speech. It will transform your life as well as the lives of others. Forget the words "I cannot" and learn to use "I can" and "I will."



We have all seen leading sports people on television professing the fact that they are going to win. Verbal affirmation makes all the difference.

STAY ON THE POSITIVE SIDE WHEN YOU TALK ABOUT PEOPLE

If you can't say something good about another person, then don't say anything at all. To be successful, you must eliminate gossip from your vocabulary. You can test if you are prone to gossip by asking the following -

- Do I spread rumours about other people?
- Do I always have good things to say about others?
- Do I like to hear reports of a scandal?
- Do I judge others only on the basis of facts?
- Do I encourage others to bring their rumours to me?
- Do I precede conversations with "don't tell anybody?"
- Do I keep confidential information confidential?
- Do I feel guilty about what I say concerning others?

Taking an axe and chopping up your neighbour's furniture will not make your furniture look one bit better.

Start today by determining to talk positively. Don't be discouraged if you slip once in a while. Work on it for thirty days and see the dramatic difference in your life when you talk positively.

Self-control is an essential attitude and characteristic of a leader. The control of the tongue is paramount.



I have a dear friend who always thrills me when I ask him how he is. His reply is, "I feel terrific, but tomorrow I am going to feel even better."

Action often precedes the feeling. Talk positively and see how your attitude will change. Your day will follow into the direction that the corners of your mouth are turning. A healthy attitude is contagious - don't wait to catch it from others - be a carrier!

What you say is what you are





KEY 4



ASSUME RESPONSIBILITY

DO IT NOW

Assuming responsibility is one of the greatest keys to success. The easiest course of action is to allow others to take the lead. Remember -

There is no gain without pain

So determine now to be a responsible person.

Since time began, we have pushed responsibility onto others. Growth and development come only by discipline and responsibility. The best helping hand you can find is at the end of your own arm.

***Losers let it happen -
winners make it happen***

To be a responsible person, you should cultivate the following attitudes:

I. Be appreciative

Develop a gratitude attitude. I wish all young people could work at a McDonald's hamburger outlet for six months to



learn how to say “please” and “thank you.” Do not take people and their service to you for granted. Say thank you to people. Write notes. Take time to call or phone someone who has shown you kindness.

2. Be kind

Don’t cut, don’t criticise. “Do unto others as you would have them do unto you,” is the Master’s advice and it cannot be beaten.

It takes little size to criticise

These words were written on an office door: “Come in without knocking, go out the same way.” Remember, if you throw mud, you lose ground. Teenagers destroy each other with their sarcastic and cutting words. Rudeness is a weak man’s imitation of strength.

3. Be complimentary

Be on the lookout all the time for something to praise someone for. “The colour of your dress really suits you.” “My, your house is so lovely.” “You did a great job with that assignment.” Don’t fake it, make it sincere. Mean it and watch people grow - the reward you receive will be so worthwhile.

4. Be genuinely interested in others

People with discernment can always tell whether you are tuned in when talking to them, even on the phone. I know when someone on the other end of the phone is writing or involved with something else while talking to me.



When talking to someone, even in a crowded room (where we often have our best conversations) concentrate on that one person. If necessary, ask not to be disturbed. Take the phone off the hook. Be there, not elsewhere in your mind, and people will love and respect you for it.

***Develop an above average
handshake***

When someone shakes your hand, don't let it feel like a dead fish. Take it firmly and use eye contact. Remember people's names. This really requires effort.

***The sweetest word
in any language
is a person's name***

A person who can remember faces and names is streets ahead of others. Be determined to develop a good memory. Here's how -

- You have to be interested. If it is important, you will remember it. If it is the name of your new boss, you will definitely remember it!
- Concentrate. Focus your thoughts.
- Repetition. Say it over and over. Write it down if necessary.
- Association. Attach the name to mental pictures. If someone has the name Walker, picture in your mind someone walking.



- Remembering a person's name is so important. Some of us have to work at it harder than others.

5. Be ethical

Have integrity. Shakespeare said, "To thine own self be true." Your good character is one of your greatest assets. Keep your word.

Those who are given to white lies soon become colour blind.

***The true test of people's character
is what they are like
when they are alone***

Always tell the truth and you never have to remember what you said.

6. Be friendly

"If a man would have friends he must show himself friendly." Risk making the first move.

***Without real friends,
even a millionaire is poor***

Life is an experience in relationships. However, many people have a problem with self-worth, which makes it difficult for them to reach out to others with kindness. Don't wait for others to come to you. You can't buy friends. Real friendship takes time and effort, but it is so rewarding.



7. Be enthusiastic

The power of enthusiasm is fantastic. Like grease on the axle of a wheel, it smoothes your journey to your goals. People will respond to your excitement.

Constantly feed your enthusiasm with books, tapes and association with motivated, enthusiastic people. Remember - attitudes are contagious. Allow yourself to get excited.

Without enthusiasm life would be dull, just like lemonade without the fizz. My children's enthusiastic approach to life thrills me so much. Enthusiasm requires daring. The world belongs to the person who is enthusiastic about life.

Negative attitudes are absolutely poisonous to the body and can actually lead to physical illness and emotional breakdowns.

I firmly believe that one of the most important ingredients to develop an attitude that will turn your life around, is enthusiasm. Persistence, ability and brains are important, but without enthusiasm even the greatest ideas can become bogged down.

- Enthusiasm changes problems to challenges.
- Enthusiasm creates enthusiasm in others.
- Enthusiasm rids the mind of worry and tension.
- Enthusiasm improves your outlook on life.
- Enthusiasm forgets yesterday and attacks today.

So - think enthusiastically



8. Be natural

If you are tense, those vibes radiate out to others. As you relax, others will also relax. Throw away the mask and be yourself.

***Be yourself,
but be your best self***

Don't pretend to be what you are not. People sense it and don't appreciate it.

9. Be happy - smile

When you shake hands, take the hand firmly, look the person in the eye and smile. A smile says, "I'm OK, you're OK." Your smile is one of your greatest natural assets. Use it. Economically it takes fewer muscles to smile than to frown. At times I see happier faces on poison bottles than on people! Practice smiling and see the difference it makes in your day - and to others. Don't look as if you have just visited your bank manager or as if your shoes are too tight. So many people look like they've been baptised in lemon juice.

10. Be well groomed

Make your appearance an asset - not a liability. Do you buy the top, torn newspaper on the pile or the one further down? Do you select a nice apple in the shop or a slightly bruised one? People want the best. Your appearance communicates.

***You only have one chance
at a good first impression***



It is to your advantage to make a good first impression. If you are well dressed, it adds to your self-confidence. How do you know what to wear? The key is appropriateness. You wouldn't wear your beach attire to a business meeting. Read up on dress code in a good book. It will save you a lot of money. Shop around. Clothes needn't cost the earth, but make sure they are clean and pressed. Keep your shoes clean, polished and in good repair. Good grooming starts from the shoes up. Keep your nails clean and neatly trimmed. If you wear glasses, keep them clean.

I know it is a free world and you can wear what you like, but like it or not, man looks at the outward appearance. Make your appearance work for you. Hair, regardless of style, should be clean and washed.

When you look good, you feel good and you act good.

II. Be rational - balanced

The beauty of a balanced life is a great quality to have. Keep your temper to yourself, no one else wants it. Don't keep darting off into every direction. The apostle Paul said, "This one thing I do."

***This one thing I do -
not those hundred things I dabble at***

Take time to be quiet, to weigh things up. People will not have confidence in you if you are impetuous.



12. Be time conscious - be punctual

Constantly turning up late reveals a selfish person or an undisciplined or unorganised individual. If you are one minute late at a meeting where a hundred people are gathered, you have wasted one hundred minutes. The time lost at meetings and church services is unbelievable.

Respect the time of others. This is my most precious earthly gift - to give of my time. I am giving you something money cannot buy. It may be helpful to establish a timetable.

What you don't use - you lose

Don't waste time. Use it. It is precious.

13. Be prepared

Abraham Lincoln once said, "I will prepare myself and one day my chance will come." The boy scouts taught me to "be prepared." Have it clear in your mind, before you meet people, what you want to ask or say. If you are travelling into the city, have money available for the parking meter. Think ahead. Condition your mind before an event, then you will make the right decisions, even under pressure.

I pity the person who has not stored up, ahead of time, the resources he or she will need when a crisis comes - spiritually, financially or in any other way.



14. Be need conscious

Selfishness is one of the greatest problems in society today. We live in a country where there are needs all around us. Don't live with the idea, "What can I get out of this?"

***Not what can I get?
but
what can I give?***

There are two types of people in life - the givers and the takers. Become a giver and the world will love you. Read history. The ones who contributed to society are the ones remembered fondly.

Become a responsible person. As Zig Zigler says, "Become a meaningful specific - not a wandering generality."

***The most important letter
in the alphabet is the letter "w" -
it changes "no" to "now"***

So - do it now!





KEY 5



OVERCOME PROBLEMS AND HURTS

DON'T NURSE YOUR HURTS
DON'T REHEARSE YOUR HURTS
DON'T CURSE YOUR HURTS
BUT - REVERSE YOUR HURTS

HURTS WILL MAKE YOU BITTER OR BETTER

The only place in town where people do not have problems is out at the local cemetery. Problems are part of life. The key is to turn problems into opportunities, lemons into lemonade.

You and I know of many who, despite overwhelming problems with their health, mental abilities, background or education, have made a tremendous impact in this world.

Every problem has within it the seed of its own solution. A successful person will never see the day that does not bring a fresh quota of problems. The mark of success is to deal with them effectively.



HOW TO SOLVE PROBLEMS

Use these six steps -

1. Don't fear the problem

Calm down. Negative thinking is no way to solve a problem. A cool calm mind thinks better than a worried mind.

2. Study and analyse the problem

Get advice. Get the right facts. Get the issues clear. Don't allow your mind to be cluttered.

3. Concentrate on the solution

Far too many people dwell on the problem and give no thought to a solution. Don't blame yourself or others or circumstances. Many of the biggest problems are cured by simple solutions.

4. Proceed from the known to the unknown

Use your knowledge of solving previous problems to help you solve this one.

5. Select a solution that is good for others as well as for you

A win-win solution will build better relationships and benefit all concerned.



6. Act

The sooner you act, the sooner the problem will be solved. Act, even if a little risk is necessary.

You may have personal or business problems which may be getting you down. Take some time to visit a hospital or a friend who has greater problems. You will come back feeling that your problems aren't that big after all.

Problem solving can be fun. It adds spice to life which might otherwise be boring. Don't be part of the problem. Be the solution.

Turn the problem into a propeller

OVERCOME YOUR HURTS

There is no person on earth who has not been hurt. Perhaps your marriage has broken up; your parents have separated; someone you love has belittled you; or you endure constant criticism.

Remember - when you are getting kicked from the rear it means you are in front. Pay no attention to what the critics say - no statue has ever been erected for a critic. If you think about it, there are just two days in which the average person is free from criticism - the day he is born and the day he dies.



HOW TO HANDLE AND LEARN FROM CRITICISM

1. What were they actually criticising?
2. Were there facts to back up the statements?
3. Was it logical?
4. Were the examples one-sided?
5. Did they lump facts and opinions together?
6. Did they over-generalise?
7. Were their conclusions valid?
8. Was the criticism over-negative in character or did they make positive suggestions that you might be able to implement?
9. Will your performance be improved by following the advice given?

***If you are in the front line
you are the first to get shot at***

Although we might receive many compliments, it takes only one person to criticise us and we forget all the encouragement and think only about the cutting remark. We cannot afford this luxury.



DON'T NURSE YOUR HURTS

Throw them away and replace them with positive attitudes. Self-pity will destroy you and others whom you live with.

DON'T REHEARSE YOUR HURTS

Going over your problems again and again only turns them from a molehill to a mountain.

DON'T CURSE YOUR HURTS

You have no control over the past, but you can change the future.

REVERSE YOUR HURTS

You may have come from behind, but you can pass the group and take the lead. Remember -

HURTS WILL MAKE YOU BITTER OR BETTER

Learn to forgive others. Jesus Christ was the supreme example. Even on the cross He cried out, "Father, forgive them, they don't know what they are doing"



***Experiencing forgiveness
is one of the greatest needs
in the world today***

Take another step. If you have hurt someone, be big enough to go and apologise. Ask forgiveness and say, “I’m sorry.”

It has been well said that the three most difficult tasks in the world are neither physical feats nor intellectual achievements, but moral acts:

- ***Return love for hate***
- ***Include the excluded***
- ***Say “I was wrong”***





KEY 6



BEFRIEND GOOD PEOPLE

YOU ARE LIKE THE COMPANY YOU KEEP

I had the privilege of attending a national breakfast in Washington DC. While I was there, I drove past the famous Watergate Buildings and my mind went back to those tragic days during the Nixon administration. He lost the presidency because he listened to the advice and counsel of untrustworthy men.

There is no truer saying than, “You become like the company you keep.” So choose good friends. If you run with the wrong crowd, young person, they may pull you down before you can pull them up. Choose your friends carefully.

Peer pressure is not merely a great problem amongst our young people, but we are all affected by it. The office party or the pressure to succeed, can cause you to drop or compromise your standards.

Look carefully at the closest associations in your life, for that is the direction you are heading. Success in life depends upon the support and help of other people. No one makes it alone.



***If you want friends in life
you must show yourself
to be friendly***

**WORK HARD AT BUILDING
SUCCESSFUL RELATIONSHIPS**

Without friendship you are doomed to loneliness. Value your friendships. Tell your friends you appreciate them. A friend is like an island of safety where you feel secure and where communication is often without sound.

***Friendship is the inexpressible comfort
of feeling safe with a person,
having neither to weigh thoughts
nor measure words.
- George Elliot -***

Constantly work on your relationships. Don't take a friend for granted. Unless a relationship is constantly polished, it can get a little dusty or rusted. Use the phone, visit, send a letter, card or gift. Work hard on the relationships in your marriage, in your family, with your parents and with your children. Those in your work situation may also need a little extra care.

A successful relationship is based on mutual respect. Recognise your own self-worth as well as the self-worth of others.



A friend is one who puts his finger on a fault without rubbing it in. There is an old Chinese proverb, “Do not use a hatchet to remove a fly from your friend’s forehead.”

*My best friend is the one
who brings out the best in me.
- Henry Ford -*

To gain friends, become interested in other people instead of trying to get them interested in you. Friendship is not only doing something for someone, but it is also caring for that person, which is what every person needs.

One of the great problems we face in modern society is the scarcity of good friends. It takes a lot of forgiving to be a friend. Friendship is the art of overlooking the failings of others.

HOW TO MAKE FRIENDS

- Be likeable. Practice being the kind of person people like.
- Take the initiative. Risk making the first move. Introduce yourself at every opportunity.
- Get the other person’s name straight and make sure they get your name straight.
- Don’t expect anyone to be perfect. Always try to accept human differences and limitations.



- Find qualities to admire in a person.
- Practice conversation. Encourage others to talk.
- Practice being courteous at all times.



*A blessed thing it is for any man or woman
to have a friend:
one human soul whom we can trust utterly;
who knows the best and the worst of us,
and who loves us in spite of all our faults;
who will speak the honest truth to us,
while the world flatters us to our face,
and laughs at us behind our back;
who will give us counsel and reproof
in the day of prosperity and self-conceit;
but who will cheer us
in the day of difficulty and sorrow,
when the world leaves us alone
to fight our own battle as we can.
- Charles Kingley -*





HOW TO BUILD A FRIENDSHIP

Here are a few basic principles to be used in forging friendships:

I. Develop an attitude of acceptance

Accept your friends as they are - warts and all. During the Korean War, the phone rang one day in a fashionable home on the east coast of the United States. To her astonishment and delight, the woman answering found herself speaking to her son. There had been long months of silence during his absence in Korea, and now she was both startled and delighted to hear that he was in San Diego, on his way home.

“Mom, I just wanted to let you know that I’m bringing a buddy home with me. He got hurt pretty bad, and he has only one eye, one arm and one leg. I’d sure like him to live with us.” “Sure, son,” she replied. “He sounds like a brave man. We can find room for him for a while.”

“Mom, you don’t understand. I want him to come live with us.” “Well, OK,” she relented. “We could try it for six months or so.” “No, Mom, I want him to stay always. He needs us. He’s only got one arm, one leg, and one eye. He’s really in bad shape.” His mother became impatient. “Son, you’re being pretty unrealistic about this. You’re being emotional because you’ve been in the war. That boy will be a drag on you and a problem for all of us. Be reasonable.”

Suddenly the phone clicked dead. The next day the parents received a telegram from the navy that crushed them. The



night before, their son had leaped to his death from the twelfth floor of a San Diego hotel. A week later they received the body and looked down with unspeakable sorrow at the corpse of their one-eyed, one-armed, one-legged son.

Conditional acceptance destroys people. Remember, God accepts us unconditionally on the basis of the finished work of the Lord Jesus.

2. Develop mutual attraction

There are certain people with whom you will click easily.

3. Develop commitment

It seems to me that women in our society are more skilled in forming deep relationships than men. However, many men need the security and support of a solid friendship.

If you want a deep and lasting friendship, show commitment.

4. Develop genuine openness

I know there will be a risk but the rewards are great. When I open my life to someone else, I am giving myself away and that is costly. But how much more costly is it not to give? Throw away the masks.

5. Develop appreciation and enjoyment

Delight in the success of your friends.



HOW NOT TO CHOOSE A FRIEND

There is a danger that we will open our lives to the wrong people. It is simply not true that we need all the friends we can get.

1. Learn to stand alone

Those who are best equipped for friendship are those most prepared to stand alone. A person should be committed to take a firm stand for his convictions, whatever the cost in terms of popularity or social acceptance.

2. Learn to say no

People are not morally neutral. They influence our lives either for good or for evil.

3. Learn who to stay away from

- **The gossip.** Avoid the gossip. If they are not loyal to others, they will not be loyal to you.
- **The quick-tempered.** The wise writer of the book of Proverbs said, “Do not associate with a man given to anger, or go with a hot-tempered man, lest you learn his way, and find a name for yourself.”
- **The disloyal.** Loyalty is one of the greatest virtues in a friendship. Give it and expect it.



- **The self-indulgent.** Keep away from selfish people who are wrapped up in themselves and their own wants and wishes.
- **The immoral.** With such friends you are on the way to disaster. If they want you to read dirty books, look at dirty films or listen to dirty language, you will be affected negatively.

***Look carefully
at the closest associations in your life
for that is the way you are heading***

Your friends will stretch your vision or choke your dreams. The companion of fools will suffer harm. He who walks with wise men will be wise.

The choice is yours!





KEY 7



WORK SMARTER - NOT HARDER

**THE KEY TO SUCCESS IS
ATTENTION TO DETAIL**

Why is it that we find it hard to get out of bed to go to work, school or college, yet if we are going fishing we can get up without any problem at five in the morning? The difference of course is motivation. We do what we really want to do. The secret of life is to apply enthusiasm and energy to every area of our daily lives. If we have to be in the office, shop or class for eight hours or more each day, let's enjoy it. Attack, rather than let the situation defeat us.

Self-motivated people determine the direction they should go and the actions to achieve their goal. I often say to the young people in high school -

***This world does not owe you a living -
you have to get out there
and make a living***

Oftentimes we have to work harder and smarter, at least in the beginning. Develop the attitude that work is fun and enjoyable - which it is. I will always be grateful to my dear father who



taught me this work ethic by example. “Son,” he would often say, “hard work has never hurt anyone.” He was right. The negative effects of tension, frustration and pressure can be brought under control, but plain hard work is good for your physical and mental health.

***The only place where success
comes before work
is in the dictionary***

It seems the harder you work, the luckier you get. The general attitude is to get as much as possible for as little effort as possible. It just does not work that way. However, don't spend ten rands worth of time for ten cents worth of results.

WORK SMARTER

Where would the world be today without solid work and constant progress towards doing it better? We would still be riding horses instead of driving cars - maybe that would be a good thing! Think of the tremendous progress in technology and medical science, to name but a few. In everything you apply yourself to, ask the question, “How can I do it better?” The biggest hindrance to advancement is the old saying, “But we have always done it this way.”

MOTIVATING YOURSELF INTO ACTION

The motivated person must have that personal quality of initiative, that drive that pushes him from a position of inertia to action.



1. Become a self-starter

If you go to the museums, you will see the old cars and trucks that had to be cranked to get started. Then the automatic ignition was developed. The question is, are you a self-starter or do you wait around for someone to crank your engine? Learn to be a self-starter. When you get up in the morning, seize the day before it seizes you.


2. Give it all you've got

Far too often we expend only half the energy we should - we do things half-heartedly. Remember, if you are competing with another person, company or business, you need to give not only all you have, but you have to give even more than the other person.


Make devotion, determination and dedication a way of life. Add a good helping of enthusiasm and you have the recipe for success for your life.

Determine to be the best you can be in your area of involvement. Athletes call it their PB - their personal best. If you are a mechanic - be the best. If you are a doctor - be the best. If you are a carpenter - be the best. If you are a nurse - be the best. I asked a young man at high school what he wanted to be. "A journalist," was his reply. "Why not become the best journalist our country has ever seen?" I asked. Commit yourself. Give it your best, all you've got. Learn to love the word "discipline."

When you think you've given all you've got, then remember that your best can always be improved.



*Do a little more than you're paid to,
give a little more than you have to,
try a little harder than you want to,
aim a little higher than you think possible,
and give a lot of thanks to God
for health, family and friends.
- Art Linkletter -*



Here are the steps to become a person of action -

- Be a goal setter
- Be a self-starter
- Give it all you've got
- Act now

**Constantly ask yourself,
"How can I do it better?"**





KEY 8



DO MORE THAN EXPECTED

GO THE SECOND MILE

Excellence is a powerful word. Everyone loves excellence and shuns mediocrity. And so they should.

People, companies or nations who do not set high standards will soon be left behind in a world of accelerating change and improvement.

Excellence is not achieved by accident. What you aim at determines what you will become, and while you may not always make your goals, your goals will always make you. To aim at excellence is to point your life towards the realisation of your potential, to endeavour to fulfil your capabilities.

I. The marks of a life of excellence

A life of excellence demonstrates -

a) The mark of productivity

All the meditation in the world has never produced a field of rice or wheat. "If a man will not work, he shall not eat," said



the wise Paul. He also said, “Do not live unproductive lives.” The future arrives hour by hour. Seize every moment.

b) The mark of progress

A rut is just a grave with the ends opened out. Stagnant water is useless. So, too, is a life not given to progress.

c) The mark of power

When you have direction in life, you can harness your energies and produce power.

The great violinist Isaac Stern was once asked by a reporter, “What truly distinguishes a great musician?” Stern’s reply was perceptive: “A great musician is one who is always seeking to improve, never content with his performances, always moving on to discover more about the instrument and the music he loves.” That is excellence.

2. The standard of excellence

We are all horrified at the poor products and service we receive today. No wonder there is a move towards improving the standards. To have real value, excellence must encompass all areas of our lives. A man might have an excellent business, but his home and family might be in chaos. An athlete might be a public hero, but a private failure. Excellence must integrate our total lives.

Saterman and Peters have studied the world’s top companies to establish the secrets of their success. In their brilliant book “In



Search of Excellence” (New York, Harper & Row) they report that “every excellent company is clear on what it stands for and takes the process of value-shaping seriously. They require and demand extraordinary performance of the ordinary man.” They suggest that those companies have seven basic values, namely -

- A belief in being the best.
- A belief in the importance of the details of execution - the nuts and bolts of doing the job well.
- A belief in the importance of people as individuals.
- A belief in superior quality and service.
- A belief that most members of the organisation should be innovators.
- A belief in the importance of informality to enhance communication.
- Explicit belief in and recognition of the importance of economic growth and profits.

Duty determines destiny

3. Become ambitious for excellence

Without ambition, mediocrity is inevitable. What are your ambitions in life? People’s achievement in their work and career



depends greatly on their motivation, attitudes and values. Be a winner. Go the second mile. Go for the gold.

***The difference between
good and great
is that little extra effort***

4. Excellence requires

- **Risk.** You will never discover new horizons without leaving the safety of the harbour.
- **Withstanding criticism.** If you're a leader, you will be criticised. Analyse the criticism and carry on.
- **Responsibility.** It is not capability, but responsibility that makes you excellent. Not IQ, but I will.
- **Service and work.** Good service and hard work are sure to bring rewards.

Excellence is the maximum exercise of your gifts and abilities within your range of responsibilities.

5. The dangers of excellence

A mother whale once warned her son: "Remember, it's when you go to the top and start blowing that you get harpooned."

***When success comes your way,
walk in humility***



6. Excellence costs

- **The cost of changed values.** Become an eagle and soar in the heavens. Don't be a chicken scratching in the dirt.
- **The cost of concentration.** Don't dissipate your energies in all directions. If you zig-zag all your life, you won't reach your full potential.
- **The cost of continuation.** Stickability sets the leaders apart. So many people are always getting ready to begin. They start to think about beginning, but never really get into action.

7. Excellence also requires

- **Responsibility.** Take responsibility for your actions. Be a catalyst, not a chameleon.
- **Integrity.** Be a pace-setter and leader with character. There are too many power-holders and not enough leaders.
- **Industry.** Dream dreams, but pay the price of hard work to make them come true.
- **Vision.** Don't be satisfied with the status quo, but keep on improving.
- **Creativity.** Have fixed principles in a flexible form. Constantly be on the lookout for fresh and new ideas.



- **Unity.** Work with a team. “One shall put a thousand to flight but two shall put ten thousand to flight,” says the Scriptures.
- **Strategy.** Determine your priorities and develop procedures.

Aristotle said, “We are what we repeatedly do.” Therefore, excellence is not an act but a habit. We must resist every situation that allows the good to be the enemy of the best. The wise Solomon stated, “Whatever your hand finds to do, do it with all your might.” So many people have great gifts, but are lazy to unwrap them.

Dr David McClelland, professor of psychology at Harvard University, said, “It seems that most people in the world can be divided into two groups psychologically. There is the minority who is challenged by opportunity and willing to work hard to achieve something. On the other hand there is the majority who really don’t care that much.”

Today we must stress excellence rather than mediocrity.

***Some men die in ashes
some men die in flames
some men die inch by inch
playing little children’s games***

The difference between good and great is that little extra effort.

So - go for the gold!



8. Excellence requires quality

True success demands quality - quality in management, quality of products and quality of lifestyle. The day of presenting junk is over. Study any winner. It is not his cleverness that sets him apart, but the fact that each and every aspect of his business, life and performance is just a touch better than the norm. Don't try to be one thousand percent better at one thing, rather be one percent better at one thousand things.

As valuable as they might be, computers can merely give you information. Only the human being has the ability to determine the quality of a product or performance.

Don't make the mistake of running a business or organisation on figures and finances alone or you will go under. Quality is the key to everything in our nation today.

***Excellence demands quality
in leadership,
products and performance***





KEY 9



KEEP AT IT

IT'S ALWAYS TOO SOON TO QUIT

Failure is only final if you let it be. The key is to learn from your failures. The person who has never made a mistake, has never made anything. Learn to say, "I'm down, but not out."



*It's not whether you get knocked down,
it's whether you get up again.
- Vincent Lombardi -*



Here are a few things to remember concerning failure -

1. To fail is not to be a failure

At least you have tried. Remember, winning isn't always being first.

2. Once you have learned from your failures, forget them

If you brood over your failures, you will remember nothing else. Failure is no disgrace. If it were, we would all be disgraceful. Listen, I've never made a small mistake in my life!



3. You are never a failure as long as you keep trying

Better to fail attempting great deeds than to attempt nothing and succeed.

4. Failure is never final - unless you allow it to be


The choice is yours. You can either play it safe or get up and fight another round.

Edison failed at his first six thousand attempts to develop a light bulb. When asked if he was discouraged, he replied, "No. I am now well informed on six thousand ways of how not to."


The greatest failure in life is to stop trying.

You might have applied for many jobs, without success. Get up, brush off the dust and try again. Perhaps your business has failed. Stand back, review the reasons why, and then try something else.

It is always too soon to quit. Never give up. Persist.



*Men never plan to be failures -
they simply fail to plan to be successful.
- William A Ward -*



Remember, dishonest success is a low form of failure. No man is a complete failure until he begins disliking men who succeed.



As one door closes, look for another that is open. So often we look with such regret at the closed door that we do not see the one standing open before us.

Defeat is nothing but education - it is the first step towards something better.

A traveller in Africa saw one of the large butterflies of the tropics struggling to free itself from the cocoon. He pitied it and with his knife, cut the cords at which it was straining. It was released, but all the brilliant colouring was gone! The struggle was necessary to let the colour appear.

As you gain the victory over trials and adversity, you will see beautiful colours and qualities come from your life. People who have never had difficulties or problems tend to be very shallow.

Great trials are often necessary to prepare us for great responsibilities. The longer you dwell on your misfortunes, the greater becomes their power to control you.

No diamond or gem has ever been polished without friction. It is the irritation in the oyster that produces the pearl. The problems, difficulties and setbacks we have in life are all required for our development.

Regardless of how careful your planning might be, it is possible that your goal plan will not work perfectly. If the overall problem is too hard - break it up. Divide and conquer.

***Never give up
it's always too soon to quit***



Remember the five Ds to success are -

- **D**esire
- **D**etermination
- **D**edication
- **D**iscipline
- **D**rive

The sixth D - Distraction - should be avoided at all cost.

During one of his many visits to his old school at Harrow, Sir Winston Churchill addressed the students in the following way. He was in a big dining hall that affords a view of the lights of London from Harrow on the Hill. The headmaster introduced the 1,7-metre, 107-kg intellectual giant in a flourishing manner. After graciously acknowledging the profuse introduction, Churchill made that never-to-be-forgotten statement: “Young gentlemen, never give up, never give up, never give up, never, never, never, never.” And he sat down.

No better advice could be given to the potential leadership of the country.

It is always too soon to quit. I don't know what mountain you are climbing, what burdens you are carrying, what problems you are facing, or what trials and difficulties are surrounding you. But I know this - it is too soon to quit - never give up.

Success consists of getting up just one more time than falling. It is like the postage stamp - its usefulness lies in the ability to stick to one thing until it gets there.



On his voyage to discover America, as day after day no land appeared, and again and again his sailors threatened mutiny and tried to persuade him to turn back, Columbus refused to listen to their entreaties and each day entered in the ship's log-book the two words, "Sailed on!"

No man has ever exhausted the power that lies in the two words: "Go on!"

An executive was once taken down a peg or two. "You may well feel proud of yourself, young fellow," he said to the life insurance agent. "I've refused to see seven insurance men today." "I know," said the agent, "I'm them."

***Quitters never win
and winners never quit***





KEY 10



BE COMMITTED

**YOU WILL NEVER REALLY ACHIEVE IN LIFE
UNLESS YOU ARE TOTALLY COMMITTED**

A trend that I notice today is that no one really wants to be committed to anything. They don't want to sign on the dotted line. Nothing is going to happen for you if you are not willing to commit yourself to it totally.

Study any achiever or any person who has made a mark in our world. Not one of them has ever vacillated in his commitment.

I see so many young people sitting around staring at their navels saying, "Who am I?" They have their feet firmly planted in mid-air. They are like the politician who, when asked what his opinion was on a certain subject, replied, "Well, some of my friends are for it and some of my friends are against it and I am for my friends." No commitment.

It is like an onion. If you peel off one layer, what do you have? Another layer. Peel off another and another layer until you are finally left with nothing. It is exactly the same for those trying to look within themselves to find themselves.



Show me what you are committed to and I will tell you who you are. What are your dreams? Commit yourself to them with everything you are and have.

So many sit back, wishing. I saw people throwing coins into a wishing well, wishing for something to happen. The old saying is so true, "If it is to be - it's up to me."

***Stop wishing
dream big dreams
plan big plans
make great commitments***

Attempt something so great that it is doomed to failure unless you are totally committed to it.

People today are tip-toeing quietly to the grave!

Bill Faqua holds the world's record for doing absolutely nothing. He is one of those people who stands in shopping centres, hours on end, motionless, not moving a muscle, doing nothing but amusing the crowd. I feel there are many today who could beat Bill Faqua's record. Because of their lack of commitment, their lives count for very little, not only for themselves but also for their fellow man.

It is always better to fail in doing something than to excel in doing nothing.



***Opportunity is missed by most people
because it is dressed in overalls
and looks like work.
- Thomas Edison -***



The secret of success is to start from scratch and keep on scratching. Don't ask, "What if it doesn't work?" Ask instead, "What if it does?" Of course there are difficulties and obstacles in life. No one is immune to problems. Even the lion has to fight off flies!

There are many ways of becoming a failure, but never taking a chance is the most successful. Trials and troubles are a very real part of life.



*In the presence of trouble
some people grow wings,
others buy crutches.
- Harold W Ruoff -*



You are an original - not a copy. You are unique - one of a kind, never to be repeated. Life with all its incredible opportunities lies before you. Don't be defeated by others or yourself. You only have one life - one shot at it. Don't miss it, don't blow it. It is too valuable. So you have hit the dust. Get up, brush off the dust, get going again. Do it now. Seize the moment. Go for it.

Be like the steam kettle! Though it is up to its neck in hot water, it continues to sing! If you are complaining about the way the ball bounces, you may have been the one who dropped it. Don't say die until you're dead. So many think that opportunity means a chance to get money without earning it. Those who don't take chances don't make advances.




Keep on hanging in there with undaunted persistence. Winston Churchill said, “The nose of the bulldog is slanted backwards so that he can continue to breathe without letting go.”

I had the privilege of walking through the old War Cabinet Rooms in London, still left exactly as they were during the second world war. When I saw the painting of Sir Winston Churchill, I was reminded of how he tenaciously hung on, irrespective of defeat looming at every turn. Courageous and undaunted he led the British, along with the allies, to victory.


If it is necessary, get mad with yourself, or the situation you are in, or the condition of your society. Most winners are just losers who got mad. You are like a tea-bag - not much use until you've been through some hot water.

The wonderful blind lady Helen Keller said, “I am only one, but still I am one. I cannot do everything, but still I can do something. I will not refuse to do the something I can do.”

Stop being satisfied with your life and achievements.



*Show me a
thoroughly satisfied man,
and I will show you a failure.
- Thomas Edison -*



There is no telling what you can achieve in life if you are totally committed.



You will be criticised. If you are in the front line you will be the first to be shot at. The only way to fend off criticism is to do nothing and be nothing. Those who do things inevitably stir up criticism. Go into any park and see if there is a statue erected for a critic. If people talk negatively about you, live in a way that no one will believe them.

You cannot stay motivated about a dream you do not passionately believe in. Commit yourself to your dream. See yourself in possession of it. Do all that it takes to become the person you need to be.



*You can't consistently perform
in a manner that is inconsistent
with the way you see yourself.
- Zig Ziglar -*



Get going. Everything big starts with something small. No one ever stumbled upon something big while sitting down.

“Yes” and “No” are the two most important words you will ever say. These are the two words that determine your destiny in life. Say yes to commitment. Say yes to your dreams. Say yes to a positive future. Say yes to your goals.



*Life is either
a daring adventure
or nothing.
- Helen Keller -*



You will never discover new oceans unless you have the courage to lose sight of the shore.

You can't walk backward into the future. Face it. Commit yourself to it. Go for it!



*You can do all things
through Christ
who gives you the strength.
- Philippians 4:13 -*





EPILOGUE

YOUR GAME PLAN TO GET GOING

All the encouragement in this book is useless unless you determine to establish a plan of action. Let me suggest some positive ideas to get you started.

1. Clearly define where you are at this moment. So much time is wasted by unclear thinking. Clear thinking is vital and needed. Evaluate your life and set some priorities.
2. Put time aside to be alone in a quiet place. Start dreaming dreams about the kind of life you want to live. Write down a plan of action, putting on paper all that comes to your mind.
3. List all obstacles that might be in your way, for example lack of education or health.
4. Write down the steps you are willing to take to overcome those obstacles, e.g. special courses. Make your plan workable and practical.
5. Make a realistic estimate of the time needed to achieve your goal. Set deadlines.



6. Nothing will happen unless you develop a burning desire to achieve results. Do not be wishy-washy. Wishing will not make it happen. Replace vague hopes with a deep and sincere desire.
7. Constantly re-evaluate your goals. Spend time going over them again and again.
8. Do not allow yourself to get side-tracked. Forget what others say, think or do.
9. Carry yourself like the person you desire to become. "As a man thinks in his heart, so is he."

Our nation is crying out for leaders and achievers. Your life is filled with destiny, meaning and purpose. My prayer for you is that you will discover -

The power of a successful life!







POWER POINTS

PEOPLE BECOME WHAT THEY THINK ABOUT

- If you do not control your thought life, you will be a slave to your surroundings.
- If you want to be successful, you must think until it hurts.
- Take time to think - it is the source of power.
- Today is the tomorrow you worried about yesterday.
- Don't let the dissenters be the deciders.
- Throw the thought poison out of your environment.
- As a man thinks in his heart - so is he.

ARE YOU KICKING GOALS OR JUST KEEPING SCORE?

- Opportunities never come to those who wait. They are captured by those who dare to attack.
- Henry Kaiser said, "Determine what you want more than anything else in life, write down the means by which you intend to attain it, and permit nothing to deter you from pursuing it."



DO IT NOW

- There is no gain without pain.
- Losers let it happen. Winners make it happen.
- It takes little size to criticise.
- Develop an above average handshake.
- The sweetest word in any language is a person's name.
- The truest test of people's character is what they are like when they are alone.
- Without real friends, even a millionaire is poor.
- Think enthusiastically.
- Be yourself, but be your best self.
- I have nothing to prove - just someone to please.
- You have only one chance to make a good first impression.
- This one thing I do - not those hundred things I dabble at.
- What you don't use, you lose.
- Not what can I get, but what can I give?
- The most important letter in the alphabet is the letter "w"- it changes a "no" to a "now."



**WORDS CONDITION YOUR THINKING
AND THE THINKING OF OTHERS -
SO TALK POSITIVELY**

- All of us have formulated a mental image of ourselves based on the feelings of acceptance we received from our parents.
- What you say is what you are.
- Don't nurse your hurts
Don't rehearse your hurts
Don't curse your hurts
But - reverse your hurts
Hurts will make you bitter or better
- Turn the problem into a propeller.
- If you are in the front line you are the first to get shot at.

YOU BECOME LIKE THE COMPANY YOU KEEP

- If you want friends in life, you must show yourself to be friendly.
- Friendship is the inexpressible comfort of feeling safe with a person, neither having to weigh thoughts nor measure words.
- My best friend is the one who brings out the best in me.



THE KEY TO SUCCESS IS ATTENTION TO DETAIL

- This world does not owe you a living. You have to get out there and make a living.
- The only place where success comes before work is in the dictionary.

GO THE SECOND MILE

- Duty determines destiny.
- The difference between good and great is that little extra effort.
- Remember - when success comes your way, walk in humility.
- Some men die in ashes,
some men die in flames,
some men die inch by inch,
playing little children's games.
- So - go for the gold!
- Excellence demands quality in leadership, product and performance.
- Do a little more than you're paid to,
give a little more than you have to,
try a little harder than you want to,
aim a little higher than you think possible,



and give a lot of thanks to God for health, family and friends.

- Think - how can I do it better?

IT'S ALWAYS TOO SOON TO QUIT

- It's not whether you get knocked down - it's whether you get up again.
- Men never have to be failures - they simply fail to be successful.
- Never give up - it's always too soon to quit.
- Quitters never win and winners never quit.
- The five Ds to success are -
 - Desire
 - Determination
 - Dedication
 - Discipline
 - Drive

The sixth D - Distraction - should be avoided at all cost.

BE COMMITTED

- You will never really achieve in life unless you are totally committed.



- Stop wishing. Dream big dreams. Plan big plans. Make great commitments.
- Opportunity is missed by most people because it is dressed in overalls and looks like work.
- In the presence of trouble some people grow wings, others buy crutches.
- Show me a thoroughly satisfied man, and I will show you a failure.
- You can't consistently perform in a manner that is inconsistent with the way you see yourself.
- Life is either a daring adventure or nothing.

*You can do all things
through Christ
who gives you the strength.
- Philippians 4:13 -*

