

SUCCESS  
FORMULA

THINK & ACHIEVE!



Elijah Chai

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## INTRODUCTION

Success is often elusive to many people, and some view it as an impossible goal. This popular view has led to much hair-pulling and frustration, and some have abandoned all hope of ever becoming successful or achieving success in any measure.

It is, however, attainable, and the first step to doing so is to start believing that Success is ever-present. It is waiting to be discovered, and one has to clear one's mental barrier that he or she is not meant to be a success in life.

Whatever one's regard for positive thinking or the more fashionable Neuro-Linguistic Programming (NLP), or even for more esoteric psychotherapeutic terms such as Scripting (à la Affect Imagery Consciousness), it cannot be denied that one's position largely emanates from one's thought life. What you think is what you become. What you feed on has an accumulative effect on your results, be they physical, intellectual, emotional, or spiritual. This truism is ever-prevalent in all facets of life.

This little book contains quotes and sayings of the world's greats, of bygone ages and more recent times. To sit at their feet and listen to their words is no small matter; it could change your life! Allow yourself some time and space in your busy-ness to hear what they have to say.

# ABILITY

## *Quotes*

1

If initiative is the ability to do the right thing,  
then efficiency is the ability to do the thing right.  
— *Kelly Miller*

2

Our ability to create has outreached our ability to  
use wisely the products of our invention.  
— *Whitney Moore Young, Jr.*

3

The superior man is distressed by his want of  
ability.  
— *Confucius*

4

It is a great ability to be able to conceal one's  
ability.  
— *Francois de La Rochefoucauld*

5

Don't let your will roar when your power only whispers.

— *Thomas Fuller*

6

You cannot fly like an eagle with the wings of a wren.

— *William Henry Hudson*

7

One good head is better than a hundred strong hands.

— *Thomas Fuller*

8

Martyrdom is the only way in which a man can become famous without ability.

— *George Bernard Shaw*



## 9

The ability to get to the verge without getting into the war is the necessary art. If you cannot master it, you inevitably get into war. If you try to run away from it, if you are scared to go to the brink, you are lost.

— *John Foster Dulles*

## 10

The single most exciting thing you encounter in government is competence, because it's so rare.

— *Daniel Patrick Moynihan*

## 11

What another would have done as well as you, do not do it. What another would have said as well as you, do not say it; what another would have written as well, do not write it. Be faithful to that which exists nowhere but in yourself--and thus make yourself indispensable.

— *Andre Gide*

## 12

Competence, like truth, beauty, and contact lenses, is in the eye of the beholder.

— *Laurence J. Peter*

## 13

Any jackass can kick down a barn, but it takes a good carpenter to build one.

— *Sam Rayburn*

## 14

Don't wish me happiness--I don't expect to be happy...it's gotten beyond that somehow. Wish me courage and strength and a sense of humor--I will need them all.

— *Anne Morrow Lindbergh*

## 15

The race is not always to the swift, nor the battle to the strong, but that's the way to bet.

— *Damon Runyon*

## *Saying*

Native ability without education is like a tree without fruit.

## *Joke*

“You must be the worst caddie in the world,” said the dejected golfer after a disastrous afternoon on the links.

“I doubt it, sir,” replied the caddie. “That would be too much of a coincidence.”

# ***ACCOUNTABILITY***

## ***Quotes***

### **1**

When a man points a finger at someone else, he should remember that four of his fingers are pointing at himself.

— *Louis Nizer*

### **2**

If you can't stand the heat, you'd better get out of the kitchen.

— *Harry S. Truman (attrib.)*

### **3**

A person may cause evil to others not only by his actions but by his inaction, and in either case he is justly accountable to them for injury.

— *John Stuart Mill*

### **4**

No snowflake in an avalanche ever feels responsible.

— *Stanislaw Lec*

## 5

He that is good for making excuses is seldom good for anything else.

— *Benjamin Franklin*

## 6

There can be no true response without responsibility; there can be no responsibility without response.

— *Arthur Vogel*

## 7

A memorandum is written not to inform the reader but to protect the writer.

— *Dean Acheson*

## 8

If you let other people do it *for* you, they will do it *to* you.

— *Robert Anthony*

## 9

The way to get things done is not to mind who gets the credit of doing them.

— *Benjamin Jowett*

## 10

The irony of the matter is that the future generations do not have a vote. In effect, we hold their proxy.

— *Charles J. Hitch, regarding the environment*

## 11

...if a man is not faithful to his own individuality, he cannot be loyal to anything.

— *Claude McKay*

## 12

I have her life, I can take life away.

— *Mary Beth Whitehead, on her role as surrogate mother to Baby M*

## 13

People think responsibility is hard to bear. It's not. I think that sometimes it is the absence of responsibility that is harder to bear. You have a great feeling of impotence.

— *Henry Kissinger*

## *Sayings*

### 1

God gave burdens, also shoulders.

— *Yiddish proverb*

### 2

Everyone, in the final analysis, is in business for himself.

### 3

Silence = Death.

— *Slogan for AIDS activists*

## *Jokes*

### 1

“Gee, Mr. Schmertz, we’d really like to give you that loan,” said the bank officer to the rather seedy character, “but your credit rating isn’t exactly...uh...superlative. What assurance can you offer that it’ll be paid back on schedule?”

“Won’t a gentleman’s word of honor be sufficient?” he asked, in an injured tone.

“Certainly,” she said brightly. “When will you be bringing him in?”

## 2

### The Six Phases of a Project:

1. Enthusiasm
2. Disillusionment
3. Panic and hysteria
4. Search for the guilty
5. Punishment of the innocent
6. Praise and honor for the nonparticipants



# ACHIEVEMENT

## *Quotes*

### 1

No matter what accomplishments you make, somebody helps you.

— *Althea Gibson Darben*

### 2

The only way to enjoy anything in this life is to earn it first.

— *Ginger Rogers*

### 3

It is sobering to consider that when Mozart was my age he had already been dead for a year.

— *Tom Lehrer*

### 4

Men too involved in details usually become unable to deal with great matters.

— *Francois de La Rochefoucauld*

## 5

Luck is not something you can mention in the presence of self-made men.

— *E. B. White*

## 6

There may now exist great men for things that do not exist.

— *Samuel Burchardt*

## 7

Noise proves nothing. Often a hen who has merely laid an egg cackles as if she had laid an asteroid.

— *Mark Twain*

## 8

Restlessness is discontent--and discontent is the first necessity of progress. Show me a thoroughly satisfied man and I will show you a failure.

— *Thomas Alva Edison*

## 9

The key to everything is patience. You get the chicken by hatching the egg--not by smashing it.

— *Ellen Glasgow*

## 10

Originality is not seen in single words or even sentences. Originality is the sum total of a man's thinking and writing.

— *Isaac Bashevis Singer*

## 11

Competence, like truth, beauty, and contact lenses, is in the eye of the beholder.

— *Laurence J. Peter*

## 12

Any jackass can kick down a barn, but it takes a good carpenter to build one.

— *Sam Rayburn*

## 13

To achieve great things, we must live as though we are never going to die.

— *Luc de Clapiers de Vauvenargues*

## 14

Everything that enlarges the sphere of human powers, that shows man he can do what he thought he could not do, is valuable.

— *Samuel Johnson*

## 15

We judge ourselves by what we feel capable of doing,  
while others judge us by what we have already done.

— *Henry Wadsworth Longfellow*

## 16

The way to get things done is not to mind who gets the  
credit of doing them.

— *Benjamin Jowett*

## 17

For a man to achieve all that is demanded of him he must  
regard himself as greater than he is.

— *Johann Wolfgang von Goethe*

## 18

Ye are the light of the world. A city that is set on a hill  
cannot be hid. Neither do men light a candle, and put it  
under a bushel, but on a candlestick; and it giveth light  
unto all that are in the house. Let your light so shine  
before men, that they may see your good works, and  
glorify your Father which is in heaven.

— *Matthew 5:14-16*

## 19

No man knows what he can do till he tries.

— *Publilius Syrus*

## 20

There are only two ways of getting on in the world; by one's own industry, or by the weaknesses of others.

— *Jean de La Bruyere*

## 21

None climbs so high as he who knows not whither he is going.

— *Oliver Cromwell*

## 22

The higher a monkey climbs, the more you see of his ass.

— *General Joseph Stillwell*

## 23

How many cares one loses when one decides not to be something but to be someone.

— *Gabrielle (Coco) Chanel*

## 24

If you practice an art, be proud of it and make it proud of you...It may break your heart, but it will fill your heart before it breaks it; it will make you a person in your own right.

— *Maxwell Anderson*

## 25

In this world there are only two tragedies: one is not getting what one wants, and the other is getting it.

— *Oscar Wilde*

## 26

The reward of a thing well done is to have done it.

— *Ralph Waldo Emerson*

## 27

What we call results are beginnings.

— *Ralph Waldo Emerson*

## 28

Well done is better than well said.

— *Benjamin Franklin*

**29**

If moderation is a fault, then indifference is a crime.  
— *Georg Christoph Lichtenberg*

**30**

He who can, does. He who cannot, teaches.  
— *George Bernard Shaw*

## *Sayings*

**1**

The cards you hold in the game of life mean very little--  
it's the way you play them that counts.

**2**

A man's deeds are his life.  
— *West African saying*

**3**

Aiming isn't hitting.  
— *East African saying*

## 4

The difficult we do immediately; the impossible takes a little longer.

— *Slogan of the United States Army Service Forces*

## 5

Getting something done is an accomplishment; getting something done right is an achievement.

## 6

They said it couldn't be done, but we did it.

## 7

Those who dare do; those who dare not, do not.



## *Jokes*

### 1

When her formal education was over, a young woman went out into the world to start her own business. After a year, she reported that she was worth \$5,000, but her parents merely smiled. After a few more years her net worth had grown to some \$15,000, and each year it increased by modest amounts, but her parents never had more than a smile or pat on the back for her.

Then one year she came home and announced that in order to keep the business going, she'd have to borrow a million dollars. At this her father bounded up from the sofa, clapped her on the back, and crowed, "Now *that's* an achievement!"

### 2

"What a superb performance," gushed the woman when the recital was over. "I'd give half my life to be able to play the piano like that."

"Madam," responded the pianist with a little bow, "that is exactly what it took."

# ACTION

## *Quotes*

### 1

As I grow older, I pay less attention to what men say. I just watch what they do.

— *Andrew Carnegie*

### 2

The best way to make your dreams come true is to wake up.

— *Paul Valery*

### 3

Be willing to make decisions. That's the most important quality in a good leader. Don't fall victim to what I call the "ready-aim-aim-aim-aim syndrome." You must be willing to fire.

— *T. Boone Pickens*

### 4

The world's great men have not commonly been great scholars, nor great scholars great men.

— *Oliver Wendell Holmes*

## 5

Everything comes to him who hustles while he waits.  
— *Thomas Alva Edison*

## 6

One must act in painting as in life, directly.  
— *Pablo Picasso*

## 7

The bitterest tears shed over graves are for words left  
unsaid and deeds left undone.  
— *Harriet Beecher Stowe*

## 8

Be not simply good; be good for something.  
— *Henry David Thoreau*

## 9

It is difficult to keep quiet if you have nothing to do.  
— *Arthur Schopenhauer*

## 10

No one is more liable to make mistakes than the man  
who acts only on reflection.  
— *Luc de Clapiers de Vauvenargues*

## 11

An artist is a man of action, whether he creates a personality, invents an expedient, or finds the issue of a complicated situation.

— *Joseph Conrad*

## 12

You don't learn to hold your own in the world by standing on guard, but by attacking and getting well hammered yourself.

— *George Bernard Shaw*

## 13

The great end of life is not knowledge but action.

— *Thomas Henry Huxley*

## 14

It is better to be making the news than taking it; to be an actor rather than a critic.

— *Winston Churchill*

## 15

Even if you are on the right track, you'll get run over if you just sit there.

— *Will Rogers*

## 16

He who desires but acts not, breeds pestilence.  
— *William Blake*

## 17

A man who has to be convinced to act before he acts is  
not a man of action...You must act as you breathe.  
— *Georges Clemenceau*

## 18

It is the mark of a good action that it appears inevitable  
in retrospect.  
— *Robert Louis Stevenson*

## 19

No sooner said than done--so acts your man of worth.  
— *Quintus Ennius*

## 20

Be ye doers of the word, and not hearers only.  
— *James 1:22*

## 21

A person may cause evil to others not only by his action but by his inaction, and in either case he is justly accountable to them for the injury.

— *John Stuart Mill*

## 22

We have petitioned and our petitions have been disregarded; we have entreated and our entreaties have been scorned. We beg no more, we petition no longer, we now defy.

— *William Jennings Bryan*

## 23

Everybody talks about the weather but nobody does anything about it.

— *Charles Dudley Warner*

## 24

I have always thought the actions of men the best interpreters of their thoughts.

— *John Locke*

## 25

Every normal man must be tempted at times to spit on his hands, hoist the black flag and begin slitting throats.

— *H. L. Mencken*

## 26

Don't just do something, stand there.

— *Daniel Berrigan, on the importance of thought as well as action during the 1960's war protests*

## 27

Genius is the ability to put into effect what is on your mind.

— *F. Scott Fitzgerald*

## 28

Talk without effort is nothing.

— *Maria W. Stewart*

## 29

Violence of language leads to violence of action. Angry men seldom fight if their tongues do not lead the fray.

— *Charles Victor Roman*

## 30

Each generation must, out of relative obscurity, discover its mission, fulfill it, or betray it.

— *Frantz Fanon*

## 31

Always behave like a duck--keep calm and unruffled on the surface but paddle like the devil underneath.

— *Lord Barbizon*

## 32

If you are not part of the solution, you are part of the problem.

— *Eldridge Cleaver*

## *Sayings*

### 1

Just do it.

— *Nike Slogan*

### 2

You miss 100 percent of the shots you never take.



**3**

Excuses interest no one except the competition.

**4**

Actions speak louder than words.

**5**

Only people who do things get criticized.

**6**

He who waits for a roast duck to fly into his mouth must wait a very, very long time.

— *Chinese proverb*

**7**

Your food is close to your stomach, but you must put it in your mouth first.

— *West African saying*

**8**

When the snake is in the house, one needs not discuss the matter of length.

— *West African saying*

## *Joke*

Husband, lounging in recliner, to wife: “I’ll think about cleaning out the garage in a little while, hon. Right now, I’m thinking about mowing the lawn.”

# ADMIRATION

## *Quotes*

1

Admiration is as indispensable to life as oxygen.  
— *Genevieve Antoine Dariaux*

2

We always like those who admire us.  
— *Francois de La Rochefoucauld*

3

Admiration, like love, wears out.  
— *Luc de Clapiers de Vauvenargues*

## *Sayings*

1

It is only an auctioneer who can equally and impartially  
admire all schools of art.

2

Never be too big to look up to someone.

### 3

Admiration: acknowledgment of another's similarity to oneself.

#### *Joke*

The combat-hardened general was reviewing an elite squadron of paratroopers. "How do you like jumping?" he asked one soldier gruffly.

"I love it, sir," was the reply.

"And you?" asked the general of the next guy in line.

"It's the most exhilarating thing I've ever done, sir."

And so on down the line, until one soldier replied, "I hate it, sir."

"Then why do you jump?" asked the startled officer.

"Because I like being around the kind of men who want to."

# AMBITION

## *Quotes*

**1**

Every man believes that he has a greater possibility.  
— *Ralph Waldo Emerson*

**2**

Nothing great will ever be achieved without great men,  
and men are great only if they are determined to be so.  
— *Charles de Gaulle*

**3**

As he was valiant, I honor him; but as he was ambitious,  
I slew him.  
— *William Shakespeare*

**4**

Ambition is but avarice on stilts, and masked.  
— *Walter Savage Landor*

**5**

Ambition is the last refuge of the failure.  
— *Oscar Wilde*

## 6

Nothing arouses ambition so much in the heart as the trumpet-clang of another's fame.

— *Baltasar Gracian*

## 7

Ambition makes more trusty slaves than need.

— *Ben Jonson*

## 8

A wise man is cured of ambition by ambition itself; his aim is so exalted that riches, office, fortune and favour cannot satisfy him.

— *Samuel Johnson*

## 9

A man's worth is no greater than the worth of his ambitions.

— *Marcus Aurelius Antoninus*

## 10

A slave has but one master; an ambitious man has as many masters as there are people who may be useful in bettering his position.

— *Jean de La Bruyere*

## 11

Ambition hath no mean, it is either upon all fours or upon tiptoes.

— *George Savile*

## 12

Ambition is the grand enemy of all peace.

— *John Cowper Powys*

## 13

Ah, but a man's reach should exceed his grasp, or what's a heaven for?

— *Robert Browning*

## 14

The world owes all its onward impulses to men ill at ease. The happy man inevitably confines himself within ancient limits.

— *Nathaniel Hawthorne*

## 15

Everything comes to him who hustles while he waits.

— *Thomas Alva Edison*

## 16

Nothing is so commonplace as to wish to be remarkable.  
— *Oliver Wendell Holmes, Sr.*

## 17

If Man, Ambition is the common'st thing:/ Each one, by  
nature, loves to be a King.  
— *Robert Herrick*

## 18

One often goes from love to ambition, but one rarely  
returns from ambition to love.  
— *Francois de La Rochefoucauld*

## 19

Most people would succeed in small things if they were  
not troubled with great ambitions.  
— *Henry Wadsworth Longfellow*

## 20

The treacheries of ambition never cease.  
— *Rubén Dario*



## *Sayings*

**1**

A woman who strives to be like a man lacks ambition.

**2**

Ambition lubricates the mind.

**3**

There's always room at the top.

**4**

Where there's a will there's a way (or a beneficiary).

**5**

The way to go from rags to riches is to start by getting a decent set of rags.

**6**

Most people want to improve themselves, but not many want to work at it.

## 7

Ambitious people don't make excuses.

## *Jokes*

### 1

Judge: "Mr. Corbin, the police report says you've committed six burglaries in one week!"

Defendant: "That's right, Your Honor--and if everyone worked as hard as I do, this recession would be behind us."

### 2

The banker Salomon Rothschild was strolling down a crowded street in Vienna when he was jostled by a pickpocket. "Watch out!" warned his companion. "That fellow's trying to steal your silk handkerchief."

"So what?" said Rothschild with a shrug. "We all had to start somewhere."

# AWARDS

## *Quotes*

### 1

People with honorary awards are looked upon with disfavor. Would you let an honorary mechanic fix your brand-new Mercedes?

— *Neil Simon*

### 2

God will not look you over for medals, degrees or diplomas, but for scars.

— *Elbert Hubbard*

### 3

Let us now praise famous men, and our fathers that begat us.

— *Ecclesiasticus 44:1*

### 4

Only mediocrity can be trusted to be always at its best.

— *Max Beerbohm*

## 5

Whenever the occasion arose, he rose to the occasion.

— *Jonathan Brown, on Diego Velazquez*

## *Sayings*

### 1

One does not give a gift without a motive.

— *West African saying*

### 2

Never look a gift horse in the mouth.

## *Jokes*

### **1**

I don't deserve this, but then again, I have arthritis and I don't deserve that either.

— *Jack Benny, accepting an award.*

### **2**

Hearing all this praise makes me feel like the soul on Judgment Day who rose, looked at the words on his tombstone, and remarked, "Either I'm in the wrong hole or someone is a terrible liar."

# CHANCE

## *Quotes*

**1**

Human life, its growth, its hopes, fears, loves, et cetera, are the results of accidents.

— *Bertrand Russell*

**2**

He that leaveth nothing to chance will do few things ill, but he will do very few things.

— *George Savile*

**3**

There is danger in reckless change, but greater danger in blind conservatism.

— *Henry Glasgow*

**4**

God does not play dice with the universe.

— *Albert Einstein*

## 5

We must believe in luck. For how else can we explain the success of those we don't like?

— *Jean Cocteau*

## 6

Today even our clocks are not made of clockwork — so why should our world be? With the advent of quantum mechanics, the clockwork world has become a cosmic lottery. Fundamental events, such as the decay of a radioactive atom, are held to be determined by chance, not law.

— *Ian Stewart*

## *Saying*

The cards you hold in the game of life mean very little — it's the way you play them that counts.

## *Joke*

The problem with chance is that while you're outside looking for a horseshoe or rabbit's foot, you may miss opportunity knocking.

# COURAGE

## *Quotes*

### 1

Courage is not simply one of the virtues, but the form of every virtue at the testing point.

— *C. S. Lewis*

### 2

Courage is resistance to fear, mastery of fear — not absence of fear.

— *Mark Twain*

### 3

The man who knows when not to act is wise. To my mind, bravery is forethought.

— *Euripides*

### 4

To bear other people's afflictions, everyone has courage and enough to spare.

— *Benjamin Franklin*



**5**

It is better to die on your feet than to live on your knees.  
— *Dolores Ibarruri*

**6**

A coward is a hero with a wife, kids, and a mortgage.  
— *Marvin Kitman*

**7**

Courage is grace under pressure.  
— *Ernest Hemingway*

**8**

If God wanted us to be brave, why did he give us legs?  
— *Marvin Kitman*

**9**

Have the courage to act instead of react.  
— *Earlene Larson Jenks*

**10**

A timid person is frightened before a danger, a coward during the time, and a courageous person afterwards.  
— *Jean Paul Friedrich Richter*

## 11

None but a coward dares to boast that he has never known fear.

— *Marshal Ferdinand Foch*

## 12

Once more unto the breach, dear friends, once more; or close the wall up with our English dead.

— *William Shakespeare*

## 13

Fear always springs from ignorance.

— *Ralph Waldo Emerson*

## 14

The last thing a woman will consent to discover in a man whom she loves, or on whom she simply depends, is want of courage.

— *Joseph Conrad*

## 15

True bravery is shown by performing without witness what one might be capable of doing before all the world.

— *Francois de La Rochefoucauld*

## 16

He was a bold man that first ate an oyster.

— *Jonathon Swift*

## 17

Some have been thought brave because they were afraid to run away.

— *Thomas Fuller*

## 18

Heroes may not be braver than anyone else. They're just braver five minutes longer.

— *Ronald Reagan*

## 19

Courage is very important. Like a muscle, it is strengthened by use.

— *Ruth Gordon*

## 20

It is a brave act of valor to condemn death; but where life is more terrible than death, it is then the truest valor to dare to live.

— *Thomas Browne*

## 21

No one can prove his courage when he has never been in danger.

— *Francois de La Rochefoucauld*

## 22

But screw your courage to the sticking place, and you'll not fail.

— *William Shakespeare*

## 23

What counts is not necessarily the size of the dog in the fight--it is the size of the fight in the dog.

— *Dwight D. Eisenhower*

## 24

A man of courage never needs weapons, but he may need bail.

— *Ethel Watts Mumford*

## 25

...what cannot be cured must be endured.

— *Ignatius Sancho*

## 26

Don't be afraid to take a big step if one is indicated.  
You can't cross a chasm in two small jumps.

— *David Lloyd George*

## 27

I have not yet begun to fight. (Sometimes quoted as “I have just begun to fight.”)

— *Captain John Paul Jones, aboard the Bonhomme Richard, when asked whether he was prepared to surrender to the British, September 13, 1779*

## 28

If you can keep your head when all about you are losing theirs and blaming it on you...you'll be a Man, my son!

— *Rudyard Kipling*

## 29

If you can keep your head when all about are losing theirs, it's just possible you haven't grasped the situation.

— *Jean Kerr*

## 30

The first and great commandment is, Don't let them scare you.

— *Elmer Davis*

## 31

If blood be shed, let it be our blood. Cultivate the quiet courage of dying without killing. For man lives freely only by his readiness to die, if need be, at the hands of his brother, never by killing him.

— *Mohandas K. Gandhi*

### *Sayings*

#### 1

It does not take a very brave dog to bark at the bones of a lion.

#### 2

When the going gets tough, the tough get going.

#### 3

When the going gets tough, the tough go shopping.

#### 4

If a thing is worth having, it's worth fighting for.

#### 5

Stand up and fight.

## 6

Stand up and be counted.

## 7

No guts, no glory.

## *Jokes*

### 1

The Texan was trying to impress on the New Englander the valor of the heroes of the Alamo. "I bet they were braver than any man from your part of the States," he declared.

"I suppose you've never heard of Paul Revere?" countered the New Englander.

"Sounds familiar," said the Texan. "Isn't he the guy who ran for help?"

### 2

The new employee had been with the firm for only a few months when she went in to ask for a raise.

"So soon!" The boss was taken aback. "Certainly not. In this company you have to work yourself up."

"I have!" she insisted. "Look at me -- I'm trembling all over."

# DECISION

## *Quotes*

### 1

Soon after a hard decision something inevitably occurs to cast doubt. Holding steady against that doubt usually proves that decision.

— *R. I. Fitzhenry*

### 2

Be willing to make decisions. That's the most important quality in a good leader. Don't fall victim to what I call the "ready-aim-aim-aim-aim syndrome." You must be willing to fire.

— *T. Boone Pickens*

### 3

Decision is a sharp knife that cuts clean and straight; indecision, a dull one that hacks and tears and leaves ragged edges behind it.

— *Gordon Graham*

### 4

At the last moment there is always a reason not existing before — namely, the impossibility of further vacillation.

— *George Eliot*



## 5

The man who see both sides of the question is a man who sees absolutely nothing.

— *Oscar Wilde*

## 6

We know what happens to people who stay in the middle of the road. They get run over.

— *Aneurin Bevan*

## 7

The man who knows when not to act is wise. To my mind, bravery is forethought.

— *Euripides*

## 8

Equivocation is halfway to lying, and lying the whole way to hell.

— *William Penn*

## 9

If someone tells you he is going to make a “realistic decision,” you immediately understand that he has resolved to do something bad.

— *Mary McCarthy*

## 10

He would come in and say he changed his mind — which was a gilded figure of speech, because he didn't have any.

— *Mark Twain*

## 11

A decision is the action an executive must take when he has information so incomplete that the answer does not suggest itself.

— *Arthur W. Radford*

## 12

We'll jump off that bridge when we come to it.

— *Lester B. Pearson*

## 13

When you do say Yes, say it quickly. But always take a half hour to say No, so you can understand the other fellow's side.

— *Francis Cardinal Spellman*

## 14

When a person tells you "I'll let you know" — you know.

— *Olin Miller*

## 15

Sir Stafford has a brilliant mind until it is made up.  
— *Margot Asquith (attrib.), regarding Sir Stafford Cripps*

### *Sayings*

#### 1

His indecision is final.

#### 2

He who hesitates is lost.

#### 3

He who hesitates buys the stock two points higher.

## *Joke*

Wendy found that her difficulty making even the simplest decisions was causing her problems on the job. Finally she decided to seek professional help.

“Tell me, Wendy,” the psychiatrist began gently, “I understand you have trouble making decisions. Is that so?”

Wendy’s brow furrowed. “Well, “ she finally answered, “yes...and no.”

# DETERMINATION

## *Quotes*

1

Each generation must, out of relative obscurity, discover its own mission, fulfill it, or betray it.

— *Frantz Fanon*

2

The best way is always through.

— *Robert Frost*

3

Our greatest glory is not in never falling but in rising every time we fall.

— *Confucius*

4

An unfulfilled vocation drains the color from a man's entire existence.

— *Honoré de Balzac*

5

To generalize is to be an idiot.

— *William Blake*

## 6

One can never consent to creep when one feels an impulse to soar.

— *Helen Keller*

## 7

Ours is a world where people don't know what they want and are willing to go through hell to get it.

— *Don Marquis*

## 8

The human heart refuses to believe in a universe without a purpose.

— *Immanuel Kant*

## 9

More men fail through lack of purpose than lack of talent.

— *Billy Sunday*

## 10

My life has no purpose, no direction, no aim, no meaning, and yet I'm happy. I can't figure it out. What am I doing right?

— *Charles M. Schulz*

## 11

When people talk to me about the weather, I always feel they mean something else.

— *Oscar Wilde*

## 12

None climbs so high as he who knows not whither he is going.

— *Oliver Cromwell*

## 13

We succeed only as we identify in life, or in war, or in anything else, a single overriding objective, and make all other considerations bend to that one objective.

— *Dwight D. Eisenhower*

## 14

Blessed is he who has found his work; let him ask no other blessedness.

— *Thomas Carlyle*

## 15

Not snow, no, nor rain, nor heat, nor night keeps them from accomplishing their appointed courses with all speed.

— *Herodotus*

## 16

It is best not to swap horses while crossing the river.  
— *Abraham Lincoln*

## 17

Never give in! Never give in! Never, never, never.  
Never — in anything great or small, large or petty-never  
give in except to convictions of honor and good sense.  
— *Winston Churchill*

## 18

Great works are performed not by strength but by  
perseverance.  
— *Samuel Johnson*

## 19

I take a simple view of living. It is keep your eyes open  
and get on with it.  
— *Laurence Olivier*

## 20

To have a grievance is to have a purpose in life.  
— *Eric Hoffer*



## 21

We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee.

— *Marian Wright Edelman*

## 22

There is nothing like a dream to create the future.

— *Victor Hugo*

## 23

The will is the strong blind man who carries on his shoulders the lame man who can see.

— *Arthur Schopenhauer*

## 24

I am an idealist. I don't know where I am going but I'm on my way.

— *Carl Sandburg*

## 25

The will to succeed is important, but what's even more important is the will to prepare.

— *Bobby Knight*

## 26

Man is a stubborn seeker of meaning.  
— *John Gardner*

## 27

If I am building a mountain and stop before the last  
basketful of earth is placed on the summit, I have failed.  
— *Confucius*

## 28

Some examples of persistence:

The Coca-Cola company sold only four hundred Cokes  
in its first year of business.

Dr. Seuss's first book was rejected by twenty-three  
publishers.

Henry Ford went bankrupt twice before hitting it big in  
the automotive industry.

## *Sayings*

### 1

Just do it.  
— *Nike Slogan*

## 2

Perseverance is everything.  
— *West African saying*

## 3

Today's mighty oak is just yesterday's little acorn that held its ground.

### *Joke*

After much persistence, the young woman managed to land an interview with the personnel director of a prestigious company, and asked if she could be considered for their excellent training program.

“Impossible,” snapped the personnel director, already flooded with applications.

“Try again in five years.”

“Fine,” replied the young woman calmly. “Would morning or afternoon be better?”

# DISCIPLINE & SELF-DISCIPLINE

## *Quotes*

### 1

A genius? Perhaps, but before I was a genius, I was a drudge.

— *Ignace Jan Paderewski*

### 2

There is no course of life so weak and sottish as that which is managed by orders, method, and discipline.

— *Michel Eyquem de Montaigne*

### 3

Self-respect is the fruit of discipline; the sense of dignity grows with the ability to say no to oneself.

— *Abraham J. Heschel*

### 4

Discipline is the soul of an army.

— *George Washington*

## 5

If I don't practice one day, I know it; two days, the critics know it; three days, the public knows it.

— *Jascha Heifetz*

## 6

Theirs not to make reply, theirs not to reason why, theirs but to do and die.

— *Alfred Lord Tennyson*

## 7

In his later years, Winston Churchill was asked to give the commencement address at Oxford University. Following his introduction, he rose, went to the podium, and said, "Never, never, never give up." Then he took his seat.

## 8

Order marches with weighty and measured strides; disorder is always in a hurry.

— *Napoleon Bonaparte*

## 9

No man is fit to command another that cannot command himself.

— *William Penn*

## 10

Show me an orchestra that likes its conductor and I'll show you a lousy conductor.

— *Goddard Lieberson*

## 11

Nothing I do can't be done by a ten-year-old...with fifteen years of practice.

— *Harry Blackstone, Jr., on being a magician*

## 12

Most people would succeed in small things if they were not troubled with great ambitions.

— *Henry Wadsworth Longfellow*

## 13

He that leaveth nothing to chance will do few things ill, but he will do very few things.

— *George Savile*

## 14

There is no such thing as a great talent without great willpower.

— *Honoré de Balzac*

## 15

I am a great believer in luck, and I find the harder I work the more I have of it.

— *Stephen Butler Leacock*

## 16

It is a very bad thing to become accustomed to good luck.

— *Publius Syrus*

## 17

Minds, like bodies, will often fall into a pimped, ill-conditioned state from mere excess of comfort.

— *Charles Dickens*

## 18

The man who does something under orders is not unhappy; he is unhappy when he does something against his will.

— *Seneca the Younger*

## 19

Man's many desires are like the small metal coins he carries about in his pocket. The more he has the more they weight him down.

— *Satya Sai Baba*

## 20

I never give them hell. I just tell the truth and they think it's hell.

— *Harry S. Truman*

## *Sayings*

### 1

This hurts me more than it hurts you.

### 2

Show them death and they will accept the fever.

— *Arab saying*

## *Joke*

“Excuse me, but can you tell me how to get to Carnegie Hall?” the tourist asked a New York City cop.

“Practice, practice, practice,” he replied.



# EXAMPLE

## *Quotes*

**1**

Children have never been very good at listening to their elders, but they have never failed to imitate them.

— *James Baldwin*

**2**

He or she is greatest who contributes the greatest original practical example.

— *Walt Whitman*

**3**

Few things are harder to put up with than the annoyance of a good example.

— *Mark Twain*

**4**

Setting an example is not the main means of influencing another, it is the only means.

— *Albert Einstein*

## 5

Practice yourself what you preach.

— *Titus Maccius Plautus*

## *Sayings*

### 1

No one is completely worthless--they can always serve as a bad example.

### 2

The best way to give advice is to set a good example.

### 3

Example is better than precept.

## *Joke*

Two dimwitted ditchdiggers got upset by the fact that they did all the hard work and received only one-tenth of the pay of the crew boss. Finally deciding to confront his boss, one guy climbed out of the ditch and went over to the foreman, who was leaning against a tree reading the racing form. “How come we do all the hard work while you sit here and earn ten times as much?” he demanded.

“Intelligence” was the crew boss’s answer. “Let me give you an example.” He put his hand in front of the tree. “See my hand? Hit it as hard as you can.”

The ditchdigger took a mighty swing, the boss moved his hand at the last minute, and commented to the worker, now clutching his bruised fist, “See what I mean?”

Back in the ditch, the second guy eagerly questioned his friend, “It’s a matter of intelligence” was the reply. “Let me give you an example: hit my hand as hard as you can.” And he held it up in front of his face.

# FAME

## *Quotes*

1

You can get awful famous in this country in seven days.

— *Gary Hart*

2

To see one's name in print! Some people commit a crime for no other reason.

— *Gustave Flaubert*

3

Martyrdom is the only way in which a man can become famous without ability.

— *George Bernard Shaw*

4

Our admiration is so given to dead martyrs that we have little time for living heroes.

— *Elbert Hubbard*

5

Fame is proof that the people are gullible.

— *Ralph Waldo Emerson*

## 6

Obscurity and competence - that is the life that is best worth living.

— *Mark Twain*

## 7

We're more popular than Jesus Christ now.

— *John Lennon*

## 8

My face is my passport.

— *Vladimir Horowitz*

## 9

The nice thing about being a celebrity is that when you bore people, they think it's their fault.

— *Henry A. Kissinger*

## 10

It took me fifteen years to discover I had no talent for writing, but I couldn't give it up because by that time I was too famous.

—*Robert Benchley*

## 11

. . . be not afraid of greatness: some are born great, some achieve greatness, and some have greatness thrust upon them.

— *William Shakespeare*

## 12

Some are born great, some achieve greatness, and some hire public relations officers.

— *Daniel J. Boorstin*

## 13

Neil Armstrong was the first man to walk on the moon. I am the first man to piss his pants on the moon.

— *Buzz Aldrin*

## 14

You're always a little disappointing in person because you can't be the edited essence of yourself.

— *Mel Brooks*

## 15

A man's great fame must always be measured against the means used to acquire it.

— *Francois de La Rochefoucauld*

## 16

I was the toast of two continents: Greenland and Australia.

— *Dorothy Parker (attrib.)*

## 17

In the future, everyone will be famous for fifteen minutes.

— *Andy Warhol*

## 18

I'm famous. That's my job.

— *Jerry Rubin*

## 19

Ah just love bein' famous, and ah think anybody who says they don't is full of s\*\*\*.

— *Johnny Winter*

## 20

I don't mind if my skull ends up on a shelf as long as it's got my name on it.

— *Debbie Harry*

## 21

The only man who wasn't spoiled by being lionized was Daniel.

— *Sir Herbert Beerbohm Tree*

## 22

A modest man is usually admired - if people ever hear of him.

— *Edgar Watson Howe*

## 23

To punish me for my contempt for authority, fate made me an authority myself.

— *Albert Einstein*

## 24

Obscurity is the refuge of incompetence.

— *Robert Heinlein*

## 25

There's only one thing in the world worse than being talked about, and that is not being talked about.

— *Oscar Wilde*



**26**

The higher a monkey climbs, the more you see of his ass.  
— *General Joseph Stillwell*

**27**

My God, who do they think I am - everybody?  
— *Leonard Bernstein, at the end of an exceptionally busy day*

## *Sayings*

**1**

Fools' names and fools' faces are often seen in public places.

**2**

Fame is better than fortune.

**3**

Fame is a magnifying glass.

**4**

Fame is but the breath of the people.

## 5

At twenty, we don't care what the world thinks of us; at thirty, we worry about what it's thinking of us; at forty we discover it isn't thinking about us at all.

## *Jokes*

### 1

Three guys were sitting around talking about what being really, really famous would be like. The first guy defined it as being invited to the White House for a personal chat with the president.

“Nah,” disagreed the second fellow. “Real fame would be being in there chatting when the Hot Line rings, and the president won't take the call.”

The third guy said they both had it wrong. “Fame,” he declared, “is when you're in the Oval Office and the Hot Line rings and the president answers it, listens for a second, and then says, ‘It's for you.’”

## 2

The story is told that Winston Churchill, scheduled to address the entire United Kingdom in an hour, hailed a cab in London's West End and told the driver to drive as fast as he could for the BBC.

"Sorry, sir," said the cabbie, shaking his head. "You'll have to find yourself another cab."

"And why is that?" asked the annoyed prime minister.

"Ordinarily it wouldn't be a problem, sir," explained the driver apologetically, "but Mr. Churchill's broadcasting at six o'clock and I want to get home in time to hear him."

Churchill was so gratified that he pulled a pound note out of his wallet and handed it over. The cabbie took one look at the bill and said, "Hop in, sir -- the devil with Mr. Churchill."

# FORTUNE & FATE

## *Quotes*

**1**

Bad times have a scientific value . . . . We learn geology the morning after the earthquake.

— *Ralph Waldo Emerson*

**2**

There is only one genuine misfortune: not to be born.

— *Joaquim Maria Machado de Assis*

**3**

The man with the real sense of humor is the man who can put himself in the spectator's place and laugh at his own misfortune.

— *Bert Williams*

**4**

No man is content with his fortune, nor discontent with his intellect.

— *Madame Antionette Deshouli res*

**5**

Heaven goes by favor. If it went by merit, you would stay out and your dog would be in.

— *Mark Twain*

**6**

Name the greatest of all the inventors. Accident.

— *Mark Twain*

**7**

I think we consider too much the good luck of the early bird, and not enough the bad luck of the early worm.

— *Franklin D. Roosevelt*

**8**

Oil is seldom found where it is most needed, and seldom most needed where it is found.

— *L. E. J. Brouwer*

**9**

To punish me for my contempt for authority, fate made me an authority myself.

— *Albert Einstein*

## 10

I do not believe in a fate that falls on men however the act; but I do believe in a fate that falls on them unless they act.

— *G. K. Chesterton*

## 11

Lots of folks confuse bad management with destiny.

— *Kin Hubbard*

## 12

With luck on your side you can do without brains.

— *Giordano Bruno*

## 13

As long as we are lucky we attribute it to our smartness; our bad luck we give the gods credit for.

— *Josh Billings*

## 14

I am a great believer in luck, and I find the harder I work the more I have of it.

— *Stephen Butler Leacock*

## 15

Luck is the residue of design.

— *Branch Rickey*

## 16

Depend upon the rabbit's foot if you will, but remember it didn't work for the rabbit!

— *R. E. Shay*

## 17

Luck is not something you can mention in the presence of self-made men.

— *E. B. White*

## 18

If all our misfortunes were laid in one common heap, whence everyone must take an equal portion, most people would be content to take their own and depart.

— *Solon*

## 19

Can anybody remember when the times were not hard and money not scarce?

— *Ralph Waldo Emerson*

## 20

It is a very bad thing to become accustomed to good luck.  
— *Publius Syrus*

## 21

Fortune gives too much to many, but enough to none.  
— *Martial, first century A.D.*

## 22

Luck never made a man wise.  
— *Seneca the Younger*

## 23

May you live all the days of your life.  
— *Jonathan Swift*

## 24

A flock of blessings light upon thy back.  
— *William Shakespeare*

## 25

The harder you work, the luckier you get.  
— *Gary Player*



## 26

No man can escape his fate.

— *Sophocles*

### *Sayings*

#### 1

Better to be born lucky than rich.

#### 2

Not all luck is good, and not all good is luck.

#### 3

Lucky at cards, unlucky in love.

#### 4

Many a live wire would be a dead one except for his connections.

## *Joke*

When Doug come in for the results of his routine physical, the doctor said gently, “Doug, you’d better sit down. I’ve got some good news and some bad news.”

“Okay,” said Doug, taking a seat, “give me the bad news first.”

“Well,” said the doctor, “you’ve got cancer. It’s spreading at an unbelievable rate, it’s totally inoperable, and you’ve only got three weeks to live.”

“Jesus!” gasped Doug, wiping the sweat off his brow.

“What the hell’s the *good* news?”

“You know that really gorgeous receptionist out in the front office?”

“You bet!” answered Doug.

“The one with the body that won’t quit?”

“Right.”

“And the blond hair and big baby blues— “

”Yeah, yeah,” interrupted Doug. “Where’s the good news?”

Leaning forward, the doctor announced with a grin, “I’m sleeping with her!”

# GOALS

## *Quotes*

### 1

Acceptance of prevailing standards often means we have no standards of our own.

— *Jean Toomer*

### 2

Never look down to test the ground before taking your next step; only he who keeps his eye fixed on the far horizon will find the right road.

— *Dag Hammarskjold*

### 3

Hitch your wagon to a star.

— *Ralph Waldo Emerson*

### 4

If you would hit the mark, you must aim a little above it; every arrow that flies feels the attraction of earth.

— *Henry Wadsworth Longfellow*

## 5

Ours is a world where people don't know what they want and are willing to go through hell to get it.

— *Don Marquis*

## 6

We succeed only as we identify in life, or in war, or in anything else, a single overriding objective, and make all other considerations bend to that one objective.

— *Dwight D. Eisenhower*

## 7

There are two great rules of life, the one general and the other particular, The first is that everyone can, in the end, get what he wants if he only tries. This is the general rule. The particular rule is that every individual is more or less an exception to the general rule.

— *Samuel Butler*

## 8

When you reach for the stars, you may not quite get them, but you won't come up with a handful of mud either.

— *Leo Burnett*

## 9

Not failure, but low aim, is crime.

— *James Russell Lowell*

## 10

Everybody sets out to do something, and everybody does something, but no one does what he sets out to do.

— *George A. Moore*

## 11

The tragedy of life doesn't lie in not reaching your goal. The tragedy lies in having no goal to reach.

— *Benjamin E. Mays*

## 12

You don't understand! I could've been a contender. I could've had class and been somebody. Real class. Instead of a bum, let's face it, which is what I am.

— *Terry in On the Waterfront, screenplay by Budd Schulberg*

## *Sayings*

### **1**

An obstacle is something you see when you take your eyes off the goal.

### **2**

Never look back unless you are planning to go that way.

## *Joke*

“Say, buddy, can you spare a hundred bucks?” asked the bum.

“Geez!” sputtered the passerby. “Ten cents, a quarter, even a dollar I’m used to hearing. But what gives you the gall to ask for \$100?” “Mister,” responded the panhandler seriously, “I believe in setting my goals high.”

# GREATNESS

## *Quotes*

### 1

To be a great champion you must believe you are the best. If you're not, pretend you are.

— *Muhammad Ali*

### 2

A great man shows his greatness by the way he treats little men.

— *Thomas Carlyle*

### 3

A certain excessiveness seems a necessary element in all greatness.

— *Harvey Cushing*

### 4

It is better to deserve honors and not have them than to have them and not deserve them.

— *Mark Twain*

## 5

The greater the man, the greater the crime.

— *Thomas Fuller*

## 6

Greatness is a zigzag streak of lightning in the brain.

— *Herbert Asquith*

## 7

. . . be not afraid of greatness: some are born great, some achieve greatness, and some have greatness thrust upon them.

— *William Shakespeare*

## 8

Some are born great, some achieve greatness, and some hire public relations officers.

— *Daniel J. Boorstin*

## 9

The first test of a truly great man is his humility.

— *John Ruskin*



## 10

Few great men could pass personnel.

— *Paul Goodman*

## 11

No man is truly great who is great only in his own lifetime. The test of greatness is the page of history.

— *William Hazlitt*

## 12

Nothing grows well in the shade of a big tree.

— *Constantin Brancusi*

## 13

To do great things is difficult, but to command great things is more difficult.

— *Friedrich Wilhelm Nietzsche*

## 14

It is not the strength, but the duration, of great sentiments that makes great men.

— *Friedrich Wilhelm Nietzsche*

## 15

There may now exist great men for things that do not exist.

— *Samuel Burchardt*

## 16

No great man ever complains of want of opportunity.

— *Ralph Waldo Emerson*

## 17

The nobler a man, the harder it is for him to suspect inferiority in others.

— *Cicero*

## 18

Men of genius do not excel in any profession because they labor in it, but they labor in it because they excel.

— *William Hazlitt*

## 19

It is the gods' custom to bring low all things of surpassing greatness.

— *Herodotus*

## 20

The superior man is distressed by his want of ability.  
— *Confucius*

## 21

Greatness is a spiritual condition worthy to excite love, interest, and admiration, and the outward proof of possessing greatness is that we excite love, interest, and admiration.  
— *Matthew Arnold*

## 22

There is no such thing as a little country. The greatness of a people is no more determined by their number than the greatness of a man is determined by his height.  
— *Victor Hugo*

## 23

We are both great men, but I have succeeded better in keeping it a profound secret than he has.  
— *Bill Nye*

## 24

To be great is to be misunderstood.  
— *Ralph Waldo Emerson*

## 25

Great men are meteors designed to burn so that the earth may be lighted.

— *Napoleon Bonaparte*

## 26

Nothing great will ever be achieved without great men, and men are great only if they are determined to be so.

— *Charles de Gaulle*

## 27

Meeting Franklin Roosevelt was like opening your first bottle of champagne; knowing him was like drinking it.

— *Winston Churchill*

## *Saying*

One does not become great by claiming greatness.

— *African saying*

## *Joke*

The exercise during history class one day was for each of the students to list whom they considered to be the eleven greatest Americans. After half an hour, everyone had turned in their papers except Irwin, who was still scratching his head and thinking furiously. “What’s up?” asked the teacher. “Can’t you come up with eleven great Americans?”

“I’ve got all but one,” the student explained hastily. “It’s the quarterback I can’t decide on.”

# HONESTY

## *Quotes*

### 1

Honesty is the best policy, but he who is governed by that maxim is not an honest man.

— *Richard Whateley*

### 2

Put a rogue in the limelight and he will act like an honest man.

— *Napoleon Bonaparte*

### 3

All cruel people describe themselves as paragons of frankness.

— *Tennessee Williams*

### 4

There is one way to find out if a man is honest--ask him. If he says yes, you know he is crooked.

— *Groucho Marx*

## 5

An honest God is the noblest work of man.

— *Robert G. Ingersoll*

## 6

He's an honest man--you could shoot craps with him over the phone.

— *Earl Wilson*

## *Sayings*

### 1

Don't call a man honest just because he never had the chance to steal.

— *Yiddish saying*

### 2

Honesty is the best policy (but sometimes it has a high premium).

## *Jokes*

### 1

At long last the good-humored boss felt compelled to call Fitch into his office. “It has not escaped my attention,” he pointed out gently, “that every time there is a big home game, you have to take your aunt to the doctor.”

“You know, you’re *right*, sir,” exclaimed Fitch. “I hadn’t realized. You don’t suppose she’s faking it, now do you?”

### 2

As he lay dying, the old codger turned to his wife and murmured softly, “When I limped home from the final campaign in 1918, you were waiting for me, Rachel. When I was released from Dachau at the end of World War II, you were by my side.” Overcome with emotion, the old man stopped to snort loudly into a handkerchief, then continued. “Rachel, when we sold everything to start a business in the new world and it went bust and left us penniless, there you were. And now, here I am breathing my last, and here you still by the bedside. Rachel, I’m telling you--You’re a jinx.”



# INITIATIVE & INCENTIVE

## *Quotes*

### 1

The world is divided into people who do things and people who get the credit. Try, if you can, to belong to the first class. There's far less competition.

— *Dwight Morrow*

### 2

No man knows what he can do till he tries.

— *Publilius Syrus*

### 3

When in doubt, make a fool of yourself. There is a microscopically thin line between being brilliantly creative and acting like the most gigantic idiot on earth. So what the hell, leap.

— *Cynthia Heimel*

### 4

I do not believe in a fate that falls on men however they act; but I do believe in a fate that falls on them unless they act.

— *G. K. Chesterton*

## 5

Nothing can move a man who is paid by the hour; how sweet the flight of time seems to his calm mind.

— *Charles Dudley Warner*

## 6

Restlessness is discontent — and discontent is the first necessity of progress. Show me a thoroughly satisfied man and I will show you a failure.

— *Thomas Alva Edison*

## 7

Have the courage to act instead of react.

— *Earlene Larson Jenks*

## 8

To escape criticism — do nothing, say nothing, be nothing.

— *Elbert Hubbard*

## 9

I always do the first line well, but I have trouble doing the others.

— *Moli re*

## 10

The only difference between a rut and a grave is their dimensions.

— *Ellen Glasgow*

## 11

The oldest habit in the world far resisting change is to complain that unless the remedy to the disease should be universally applied it should not be applied at all. But you must start somewhere.

— *Winston Churchill*

## 12

A horse never runs so fast as when he has other horses to catch up and outpace.

— *Ovid*

## 13

The man who does something under orders is not unhappy; he is unhappy who does something against his will.

— *Seneca the Younger*

## 14

The beginning is the most important part of the work.

— *Plato*

## 15

People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them.

— *George Bernard Shaw*

## 16

In real life, of course, it is the hare who wins. Every time. Look around you. And in any case it is my contention that Aesop was writing for the tortoise market...Hares have no time to read. They are too busy winning the game.

— *Anita Brookner*

## 17

The only thing necessary for the triumph of evil is for good men to do nothing.

— *Edmund Burke*

## 18

The gods help them that help themselves.

— *Aesop*

## 19

Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you.

— *Matthew 7:7*

## 20

We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee.

— *Marian Wright Edelman*

## 21

Throughout history it has been the inaction of those who could have acted, the indifference of those who should have known better, the silence of the voice of justice when it mattered most, that has made it possible for evil to triumph.

— *Haile Selassie*

## 22

The man whose life is devoted to paperwork has lost the initiative. He is dealing with things that are brought to his notice, having ceased to notice anything for himself. He has been essentially defeated in his job.

— *C. Northcote Parkinson*

## 23

Boldness in business is the first, second, and third thing.  
— *Thomas Fuller*

## 24

Every morning I take out my bankbook, stare at it, shudder — and turn quickly to my typewriter.  
— *Sydney J. Harris, on incentive as a journalist*

## 25

“Where shall I begin, please your majesty?” she asked.  
“Begin at the beginning,” the king said, very gravely,  
“and go on till you come to the end: then stop.”  
— *Lewis Carroll*

## *Sayings*

### 1

The early bird gets the worm.

### 2

A journey of a thousand miles begins with a single step.  
— *Chinese proverb*

### 3

An American believes more than anything else in the last four letters of that title: I can.

## *Jokes*

### 1

At the conclusion of his lecture to a group of young recruits, the legendary paratrooper asked for questions. A hand shot up. “What made you decide to make that first jump, sir?”

Without hesitating, the paratrooper replied, “An airplane at eighteen thousand feet with three dead engines.”

### 2

I feel like Liz Taylor’s fourth husband: I know what I am suppose to do, but I am at a loss as to how to make it different.

### 3

Two guys are being chased by a bear when one stops to put on his sneakers. The other guy yells, “You idiot, you can’t outrun a bear.”

The first guy gasps, “I don’t have to outrun a bear--I just have to outrun you.”

### 4

Two skeletons used by the professor of anatomy found themselves stowed away in a dusty closet, and after several weeks of boredom one turned to the other and asked, “What are we doing shut up in here anyway?”

“Got me,” admitted his companion. “But if we had any guts we’d get out of here.”



# LEADERSHIP

## *Quotes*

### 1

It's a piece of cake until you get to the top. You find you can't stop playing the game the way you have always played it.

— *Richard M. Nixon*

### 2

When you soar like an eagle, you attract the hunters.

— *Milton S. Gould*

### 3

To do great things is difficult, but to command great things is more difficult.

— *Friedrich Wilhelm Nietzsche*

### 4

We can't all be heroes because somebody has to sit on the curb and clap as they go by.

— *Will Rogers*

## 5

‘Tis skill, not strength that governs a ship.  
— *Thomas Fuller*

## 6

When a leader is in the Democratic party he’s a boss;  
when he’s in the Republican party he’s a leader.  
— *Harry S. Truman*

## 7

A leader is a dealer in hope.  
— *Napoleon Bonaparte*

## 8

The leader must know, must know that he knows, and  
must be able to make it abundantly clear to those about  
him that he knows.  
— *Clarence B. Randall*

## 9

They be blind leaders of the blind. And if the blind lead  
the blind, both shall fall into the ditch.  
— *Matthew 15:14*

## 10

Be willing to make decisions. That's the most important quality in a good leader. Don't fall victim to what I call the "ready-aim-aim-aim-aim syndrome." You must be willing to fire.

— *T. Boone Pickens*

## 11

You do not lead by hitting people over the head — that's assault, not leadership.

— *Dwight D. Eisenhower*

## 12

The art of leadership...consists in consolidating the attention of the people against a single adversary and taking care that nothing will split up that attention.

— *Adolf Hitler*

## 13

No man is fit to command another that cannot command himself.

— *William Penn*

## 14

In time of peril, like the needle to the lodestone, obedience, irrespective of rank, generally flies to him who is best fitted to command.

— *Herman Melville*

## 15

I must follow them. I am their leader.

— *Andrew Bonar Law*

## 16

I never give them hell. I just tell the truth and they think it's hell.

— *Harry S. Truman*

## 17

It is an interesting question how far men would retain their relative rank if they were divested of their clothes.

— *Henry David Thoreau*

## 18

A decision is the action an executive must take when he has information so incomplete that the answer does not suggest itself.

— *Arthur W. Radford*

## 19

Ye are the light of the world. A city that is set on a hill cannot be hid. Neither do men light a candle, and put it under a bushel, but on a candlestick; and it giveth light unto all that are in the house. Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven.

— *Matthew 5:14-16*

## 20

Only one man in a thousand is a leader of men — the other 999 follow women.

— *Groucho Marx*

## 21

Either lead, follow, or get out of the way.

— *Sign on desk of broadcasting executive Ted Turner*

## 22

I will do my best. That is all I can do. I ask for your help — and God's.

— *Lyndon B. Johnson, on arriving in Washington, D.C., on the evening of John F. Kennedy's assassination, November 22, 1963*

## 23

People ask the difference between a leader and a boss...The leader works in the open and the boss in covert. The leader leads, and the boss drives.

— *Theodore Roosevelt*

## 24

General Dwight D. Eisenhower used a simple device to illustrate the art of leadership. Laying an ordinary piece of string on a table, he'd illustrate how you could easily pull it in any direction. "Try and push it, though," he cautioned, "and it won't go anywhere. It's just that way when it comes to leading people."

## 25

Now I don't want you to consider me as just your commanding officer. I want you to look on me like I was ...well...*God*.

— *Bull, in The Great Santini, screenplay by Lewis John Carlino*

## *Sayings*

### 1

The speed of the leader is the speed of the pack.

— *Yukon saying*

**2**

The thoughtless strong man is the chief among lazy men.  
— *West African saying*

**3**

Take me to your leader.

**4**

You can always tell a leader, but you can't tell him much.

**5**

Judge a leader by the followers.

**6**

Leadership casts a long shadow.

## *Joke*

Part of the college application was directed to the applicant's parents, and one of the questions was, "Would you consider your child to be a leader or a follower?" After much deliberation, the father wrote that he felt his child, although very much an individual, was really more of a follower.

Not long after, a letter of acceptance arrived from the college, accompanied by a note from the director of admissions welcoming his child. "We feel he'll fit in especially well," the letter went on, "as he will be the only follower in a class of 412 leaders."



# OPPORTUNITY

## *Quotes*

**1**

A problem is a chance for you to do your best.  
— *Duke Ellington*

**2**

...there is only one genuine misfortune: not to be born.  
— *Joaquim Maria Machado de Assis*

**3**

No great man ever complains of want of opportunity.  
— *Ralph Waldo Emerson*

**4**

Problems are only opportunities in work clothes.  
— *Henry J. Kaiser*

**5**

When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us.  
— *Helen Keller*

## 6

I was seldom able to see an opportunity until it had ceased to be one.

— *Mark Twain*

## 7

*Carpe diem.* (Seize the day.)

— *Horace*

## 8

Next to knowing when to seize an opportunity, the most important thing in life is to know when to forgo an advantage.

— *Benjamin Disraeli*

## 9

It is not impossibilities which fill us with the deepest despair, but possibilities which we have failed to realize.

— *Robert Mallet*

## 10

Time is that wherein there is opportunity, and opportunity is that wherein there is no great time.

— *Hippocrates*

## 11

A man hath no better thing under the sun, than to eat, and to drink, and to be merry.

— *Ecclesiastes 8:15*

## 12

...where legitimate opportunities are closed, illegitimate opportunities are seized. Whatever opens opportunity and hope will help to prevent crime and foster responsibility.

— *Lyndon B. Johnson*

## 13

Bad times have a scientific value...We learn geology the morning after the earthquake.

— *Ralph Waldo Emerson*

## *Sayings*

### 1

When a fool has made up his mind, the market has gone by.

— *Spanish proverb*

**2**

Some people not only expect opportunity to knock, they expect it to beat the door down.

**3**

No opportunity is ever lost. Someone else seizes the ones you missed.

**4**

Opportunity knocks but once.

## ***Jokes***

**1**

First Entrepreneur: “I’ve got a great idea: I’m going to open up a bar and grill in the middle of the Sahara Desert.”

Second Entrepreneur: “That’s a ridiculous idea. You’ll be lucky to get more than one customer a month.”

First Entrepreneur: “Okay, but just *think* how thirsty he’ll be!”

## 2

The fellow was joined at the bar by a voluptuous woman who soon made her talents and charms abundantly clear. “I’ll make your dreams come true,” she whispered, “for \$150.”

“That’s a lot of money,” the guy pointed out, admiring the cleavage set forth under his nose.

“I’m worth it,” she assured him breathily. “For \$150, I’ll act out your wildest, hottest fantasy. In fact I can make any three words come true. Just dream them up, baby.”

“Any three words? For \$150?” The man’s voice grew husky as the woman’s hand crept further and further up his inner thigh.

She nodded, reaching the other hand up to caress the back of his neck while the fellow considered the offer. Finally he leaned back with a big smile and announced. “Okay, it’s a deal!” He leaned over and whispered, “Paint my house.”

# OPTIMISM

## *Quotes*

### 1

Gray skies are just clouds passing over.  
— *Duke Ellington*

### 2

Optimism is a kind of heart stimulant — the digitalis of failure.  
— *Elbert Hubbard*

### 3

Let us be of good cheer, remembering that the misfortunes hardest to bear are those that will never happen.  
— *James Russell Lowell*

### 4

The optimist proclaims that we live in the best of all possible worlds; and the pessimist fears this is true.  
— *James Branch Cabell*

## 5

This is the best day the world has ever seen. Tomorrow will be better.

— *R. A. Campbell*

## 6

An Englishman who was wrecked on a strange shore and wandering along the coast came to a gallows with a victim hanging on it, and fell down to his knees and thanked God that he at last beheld a sign of civilization.

— *James Garfield*

## 7

The man who laughs has not yet heard the news.

— *Bertolt Brecht*

## 8

Pessimists are usually kind. The gay, bubbling over, have no time for the pitiful.

— *Sean O'Faolain*

## 9

The man who is a pessimist before forty-eight knows too much; if he is an optimist after it, he knows too little.

— *Mark Twain*

## 10

Things are going to get a lot worse before they get worse.  
— *Lily Tomlin*

## 11

I've never seen a monument erected to a pessimist.  
— *Paul Harvey*

## 12

One must have the courage of one's pessimism.  
— *Ian McEwan*

## *Sayings*

### 1

Pessimism is the art of finding bad news in a fortune cookie.

### 2

An obstacle is something you see when you take your eyes off the goal.

### 3

Save your good times till later



**4**

Always expect the worst, and when it comes, make the best of it.

**5**

To believe a thing impossible is to make it so.  
— *French proverb*

**6**

Pessimism is the triumph of worry over matter.

**7**

A pessimist is someone who makes difficulties of his opportunities.

**8**

The man who says it cannot be done should not interpret the man doing it.  
— *Chinese proverb*

**9**

In the long run, the pessimist may be proved right, but the optimist has a better time on the trip.

## 10

An optimist is a man who starts a crossword puzzle with a fountain pen.

## 11

Let a smile be your umbrella.

## 12

Put on a happy face.

## *Jokes*

### 1

What's the difference between an optimist and a pessimist? An optimist created the plane; a pessimist created the seat belts.

### 2

During his whistle stop campaign for the presidency in 1948, Harry Truman is reputed to have asked a fellow in the crowd before him how he was intending to vote. "Mr. Truman," came the reply, "I wouldn't vote for you if yours was the only name on the ballot." Truman turned to an aid and instructed, "Put that man down as doubtful."

### 3

A passerby stopped to watch a Little League game in progress, and after a few minutes asked one of the boys in the dugout the score.

“Oh, we are behind twelve to nothing,” was the answer.

“Gee, you must be kind of discouraged,” the spectator commented.

“Discouraged? Why should I be discouraged?” asked the kid with a big grin. “Our team hasn’t gotten to bat yet.”

### 4

You know those seed catalogues? I think the pictures are posed by professional flowers getting \$50 an hour. I don’t consider gardening so much growing flowers as burying seeds.

# PRAISE

## *Quotes*

**1**

He writes so well he makes me feel like putting the quill back in the goose.

— *Fred Allen*

**2**

Well done is better than well said.

— *Benjamin Franklin*

**3**

I think this is the most extraordinary collection of talent, of human knowledge, that has ever been gathered together at the White House — with the possible exception of when Thomas Jefferson dines alone.

— *John F. Kennedy*

**4**

They say, “Gee, you look great.” That means they thought you looked like hell before.

— *Richard M. Nixon*

## 5

The advantage of doing one's praising for oneself is that one can lay it on thick and exactly in the right places.

— *Samuel Butler*

## 6

His life was gentle and the elements so mixed in him that nature might stand on its feet and say to all the world — this was a man!

— *William Shakespeare*

## 7

This is a moment that I deeply wish my parents could have lived to share. My father would have enjoyed what you have so generously said of me — and my mother would have believed it.

— *Lyndon B. Johnson*

## 8

We recognize that flattery is poison, but its perfume intoxicates us.

— *Charles Varlet de La Grange*

## 9

Baloney is the unvarnished lie laid on so thick you hate it.  
Blarney is flattery laid on so thin you love it.

— *Bishop Fulton J. Sheen*

## 10

Flattery is all right — if you don't inhale.

— *Adlai E. Stevenson*

## 11

Some people pay a compliment as if they expected a receipt.

— *Kin Hubbard*

## 12

A compliment is something like a kiss through a veil.

— *Victor Hugo*

## 13

Let us now praise famous men, and our fathers that begat us.

— *Ecclesiasticus 44:1*

## 14

I will praise any man that will praise me.  
— *William Shakespeare*

## 15

Flattery is like cologne water, to be smelt of, not swallowed.  
— *Josh Billings*

## 16

I can live for two months on a good compliment.  
— *Mark Twain*

## 17

It is more difficult to praise rightly than to blame.  
— *Thomas Fuller*

## 18

Praise is the only gift which people are really grateful.  
— *Marguerite, Countess of Blessington*

## 19

Whenever the occasion arose, he rose to the occasion.  
— *Jonathan Brown, on Diego Velazquez*

## 20

A man doesn't live by bread alone. He needs buttering up once in a while.

— *Robert H. Henry*

## 21

To withhold deserved praise lest it should make its object conceited is as dishonest as to withhold payment of a just debt lest your creditor should spend the money badly.

— *George Bernard Shaw*

## 22

The greatest honor that can come to man is the appreciation and high regard of his fellow man.

— *H. G. Mendelson*

## *Sayings*

### 1

One has only to die to be praised.

— *German proverb*



**2**

You catch more flies with honey than you do with vinegar.

**3**

If you think that praise is due, now's the time to show it, 'cause a man can't read his tombstone when he's dead.

**4**

A word of encouragement during failure is worth more than a directory of praise following success.

**5**

An actor is like a cigar; the more you puff him the smaller he gets.

## ***Jokes***

**1**

Novice golfer to husband, teeing off: "Now tell me if you notice anything I'm doing right."

## 2

The kindhearted department head was delighted when a less-than-dazzling employee decided to move on, but stumped when he was asked for a recommendation. Finally, after much head-scratching, he wrote, “Mr. Marks worked for me for a long time, and when you have known him as long as I have, you will undoubtedly share my opinion of him.”

# QUALITY & EXCELLENCE

## *Quotes*

### 1

If you don't do it excellently, don't do it at all. Because if it's not excellent, it won't be profitable or fun, and if you're not in business for fun or profit, what the hell are you doing there?

— *Robert Townsend*

### 2

What the crowd requires is mediocrity of the highest order.

— *Antoine-Auguste Prévault*

### 3

When I am working on a problem, I never think about beauty . . . but when I have finished, if the solution is not beautiful, I know it is wrong.

— *R. Buckminster Fuller*

### 4

As there is but one step from the sublime to the ridiculous, so also there is but one from the ridiculous to the sublime.

— *Samuel Butler*

## 5

Give me the luxuries of life and I will willingly do without the necessities.

— *Frank Lloyd Wright*

## 6

It is better to deserve honors and not have them than to have them and not deserve them.

— *Mark Twain*

## 7

Only mediocrity can be trusted to be always at its best.

— *Max Beerbohm*

## 8

Every man is entitled to be valued by his best moment.

— *Ralph Waldo Emerson*

## 9

There is no perfectly Epicurean corner; there is no perfectly irresponsible place. Everywhere men have made the way for us with sweat and submission. We may fling ourselves into a hammock in a fit of divine carelessness. But we are glad that the netmaker did not make the hammock in a fit of divine carelessness.

— *G. K. Chesterton*

## 10

Good is not good, where better is expected.

— *Thomas Fuller*

## 11

If I cannot overwhelm with my quality, I will overwhelm with my quantity.

— *Emile Zola*

## 12

There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper.

— *John Ruskin*

## 13

It is a funny thing about life: if you refuse to accept anything but the best you very often get it.

— *W. Somerset Maugham*

## 14

It isn't evil that's running the earth, but mediocrity. The crime is not that Nero played while Rome burned, but that he played badly.

— *Ned Rorem*

## 15

The secret of joy in work is contained in one word--excellence. To know how to do something well is to enjoy it.

— *Pearl Buck*

## 16

All I want is the best of everything, and there's very little of that left.

— *Lucius Beebe*

## 17

The true test of civilization is not the census, not size of cities, but the kind of man that the country turns out.

— *Ralph Waldo Emerson*

## 18

Not much meat on her, but what's there is choice.

— *Spencer Tracy, about Katharine Hepburn*

## 19

A perfectionist is a man who takes infinite pains and gives them to others.

— *Alan Benner*

## 20

First-rate people hire first-rate people; second-rate people hire third-rate people.

— *Leo Rosten*

## 21

The road to business success is paved by those who continually strive to produce better products or services. It does not have to be a great technological product like television. Ray Kroc of McDonald's fame did it with a simple hamburger.

— *G. Kingsley Ward*

## 22

Quality is not an act. It is a habit.

— *Aristotle*

## 23

My parents always told me that people will never know how long it takes you to do something. They will only know how well it is done.

— *Nancy Hanks*

## 24

QSCV (Quality, Service, Cleanliness, and Value).

— *Standard imposed by Ray Kroc, founder of McDonald's fast-food chain*

### *Sayings*

#### 1

If it isn't perfect, make it better.

— *Japanese manufacturing slogan*

#### 2

The bitterness of poor quality persists long after the sweetness of low price is forgotten.

#### 3

To err is human; to try to prevent recurrence of error is science.



## *Jokes*

### **1**

Sign in a New York restaurant window: “Courteous and efficient self-service.”

### **2**

“What a superb performance,” gushed the woman when the recital was over. “I’d give half my life to be able to play the piano like that.”

“Madam,” responded the pianist with a little bow, “that is exactly what it took.”

### **3**

The television factory boosted quality control with a little sign above each work station. It read: “Careful — this may be the one you get.”

### **4**

A women went to dinner one morning and ordered breakfast. “I want two eggs over easy,” she instructed, “one of them runny as water and the other cooked hard enough to bounce. I want the toast burned black, the coffee cold, and the butter too hard to cut.”

“We can’t do that, ma’am,” protested the waitress.

“Sure you can,” said the customer. “You did yesterday.”

## 5

Customer: “Gee, if these machines are sold way under cost like you say they are, how do you make a living?”

Salesman: “Simple. We make our money fixing them.”

# REPUTATION

## *Quotes*

### 1

Who has once the fame to be an early riser may sleep till noon.

— *James Howell*

### 2

Character is made by what you stand for; reputation, by what you fall for.

— *Robert Quillen*

### 3

It is easier to cope with a bad conscience than with a bad reputation.

— *Friedrich Wilhelm Nietzsche*

### 4

Whom the gods wish to destroy they first call promising.

— *Cyril Connolly*

## 5

Either a good or a bad reputation outruns and gets before people wherever they go.

— *Lord Chesterfield*

## 6

Every man values himself more than all other men, but he always values others' opinion of him more than his own.

— *Marcus Aurelius Antoninus*

## 7

No man is rich enough to buy back his past.

— *Oscar Wilde*

## 8

Each man is afraid of his neighbor's disapproval — a thing which, to the general run of the race, is more dreaded than wounds and death.

— *Mark Twain*

## 9

A good name is rather to be chosen than great riches, and loving favor rather than silver and gold.

— *Proverbs 22:1*

## 10

Until you've lost your reputation, you never realize what a burden it was or what freedom really is.

— *Margaret Mitchell*

## 11

Oh! I have lost my reputation. I have lost the immortal part of myself, and what remains is bestial.

— *William Shakespeare*

## 12

Associate yourself with men of good quality if you esteem your own reputation; for 'tis better to be alone than in bad quality.

— *George Washington*

## 13

There's only one thing in the world worse than being talked about, and that is not being talked about.

— *Oscar Wilde*

## 14

Reputation: what others are not thinking about you.

— *Tom Masson*

## 15

There are times when there is nothing more humiliating in life than the knowledge of being inferior to one's reputation.

— *Eleonora Duse*

## 16

No nation respects a beggar.

— *Elijah Muhammad*

## 17

I can ruin my reputation in five minutes; I don't need help.

— *Martha Graham*

## *Sayings*

### 1

If you've got something worthwhile to do, don't talk about it — do it. After it's done, your friends and acquaintances will talk about it.

### 2

Your reputation precedes you.

## *Joke*

Mrs. Pinkham was understandably upset when the newspaper accidentally printed her obituary, but when she came in to see the managing editor she grew positively apoplectic with rage. “Just think of what your careless error will cost me: I’m completely mortified, a laughingstock already, the butt of cheap wisecracks. Why my social standing, my entire reputation is at stake!” The harried editor attempted to apologize repeatedly, but was unable even to get a word in edgewise. Finally the dowager concluded her diatribe with the demand that the newspaper somehow make it up to her. “Fine, lady,” offered the editor wearily. “Tomorrow I’ll list you in the birth announcements and give you a fresh start.”

# RESPONSIBILITY

## *Quotes*

**1**

It is our responsibility, not ourselves, that we should take seriously.

— *Peter Ustinov*

**2**

Responsibility, the high price of self-ownership.

— *Eli Schleifer*

**3**

It is easier to dodge our responsibilities, but we cannot dodge the consequences of dodging our responsibilities.

— *Josiah Stamp*

**4**

Liberty means responsibility. That is why most men dread it.

— *Antonio de Mendoza*



## 5

Corporation: an ingenious device for obtaining individual profit without individual responsibility.

— *Ambrose Bierce*

## 6

No matter how lofty you are in your department, the responsibility for what your lowliest assistant is doing is yours.

— *Bessie James*

## 7

When Robert Fosse was replaced as director-choreographer on the short-lived Broadway show *The Conquering Hero*, he complained, “I conceived this show. I outlined it. I cast it. I choreographed it. I drew the first sketches for the design. I directed it. And the first thing that goes wrong, they blame me!”

## 8

When the grass looks greener on the other side of the fence, it may be that they take better care of it there.

— *Cecil Selig*

## *Sayings*

### 1

A heavy burden does not kill on the day it is carried.  
— *East African saying*

### 2

The absent are never without fault, nor those present without excuse.

## *Jokes*

### 1

Somewhat skeptical of his son's newfound determination to become Charles Atlas, the father nevertheless followed the teenager over to the weight-lifting department.

"Please, Dad," wheedled the boy, "I promise I'll use 'em every day..."

"I dunno, Michael. It's really a commitment on your part," his father pointed out.

"Please, Dad?"

"They're not cheap either."

"I'll use 'em, Dad, I promise. You'll see."

Finally won over, the father paid for the equipment and headed for the door. From the corner of the store he

heard his son yelp, “What! You mean I have to carry them to the car?”

## 2

A fellow applying for a job as a flagman with the Baltimore and Ohio Railroad was told the job was his if he could correctly answer a single question: As flagman, what would he do if he saw the Continental Express coming from the east at 100 mph and the Century Limited heading west at 90 mph on the same track?

The applicant pondered for a moment, then answered, “I’d fetch my brother-in-law.”

“What good would that do?” Asked the interviewer. “Has he worked on the railroad?”

“Nope — he ain’t never seen a train accident.”

## 3

A passerby watched the progress of two workmen down a Leningrad street. One stopped every twenty feet to dig a hole, the second filled it in as soon as he was done, and they moved on to the next site. Finally, overcome by curiosity, the observer asked what in heaven’s name they were doing. “You certainly aren’t accomplishing anything,” she pointed out.

“You don’t understand at all,” protested one worker indignantly. “We are usually a team of three: I dig the hole, Sergei plants the tree, and Vladimir packs the dirt back in. Today Sergei is home with the flu, but that

doesn't mean Vladimir and I get to stop working, does it?"

## 4

Two weeks after Paisley's transfer into the promotion department, his old boss got a phone call. "You told me Paisley was a responsible worker!" yelled the furious head of promotion.

"Oh he is," she confirmed. "In the year he worked in my department, the computer went down five times and had to be completely reprogrammed, the petty cash got misplaced six times, and I developed an ulcer. And each time, Paisley was responsible."

# SELF-ESTEEM

## *Quotes*

1

We shall have our manhood.

— *Eldridge Cleaver*

2

The greatest possession is self-possession.

— *Ethel Watts Mumford*

3

He who despises himself esteems himself as a self-despiser.

— *Susan Sontag*

4

Of all the traps and pitfalls in life, self-disesteem is the deadliest, and hardest to overcome, for it is a pit designed and dug by our own hands, summed up in the phrase, “It’s no use—I can’t do it.”

— *Maxwell Maltz*

## 5

Nothing is so soothing to our self-esteem as to find our bad traits in our forebears. It seems to absolve us.

— *Van Wyck Brooks*

## 6

Many purchasers of self-help books are grappling with a creeping, leaden feeling that life is passing them by. . . . Why, these purchasers ask, am I not a glittering presence? Why do I not have an ostentatiously large and tastelessly furnished house full of sullen hangers-on?

— *Colin McEnroe*

## 7

Psychoanalysis shows the human infant as the passive recipient of love, unable to bear hostility. Development is learning to love actively and to bear rejection.

— *Karl Stern*

## 8

People often say that this or that person has not yet found himself. But the self is not something that one finds. It is something that one creates.

— *Thomas Szasz*

## 9

Every new adjustment is a crisis in self-esteem.  
— *Eric Hoffer*

## 10

Justice is always violent to the offending, for every man is innocent in his own eyes.  
— *Daniel Defoe*

## 11

The graveyards are full of people the world could not do without.  
— *Elbert Hubbard*

## *Sayings*

### 1

When a man falls in love with himself, it's usually the beginning of a lifelong romance.

### 2

The minute you get the idea you're indispensable, you aren't.

## *Jokes*

### **1**

If you think nobody cares you're alive, try missing a couple of car payments.

### **2**

The trendy dresser fancied himself quite a ladykiller, and was delighted to find a note pinned inside a brand-new shirt. It contained a girl's name and address, and asked the recipient to send a photograph. "How romantic," he thought to himself, very taken with the idea of this mystery woman so eager to meet him, and promptly mailed off a note and photo.

Heart aflutter, he opened her response. It read, "Thanks for writing. I was just curious to see what kind of guy would buy such a funny shirt."



# STATUS

## *Quotes*

### 1

The difference between a man and his valet: they both smoke the same cigars, but only one pays for them.

— *Robert Frost*

### 2

All men are born equal, but quite a few eventually get over it.

— *Lord Mancroft*

### 3

Soldiers win battles and generals get the credit.

— *Napoleon Bonaparte*

### 4

Many of the quests for status symbols—the hot automobile, the best table in a restaurant or a private chat with the boss—are shadowy reprises of infant anxieties. . . . The larger office, the corner space, the extra window are the teddy bears and tricycles of adult office life.

— *Willard Gaylin*

## 5

A status symbol is anything you can't afford, but did.  
— *Harold Coffin*

## 6

Status symbols are medals you buy yourself.  
— *Bernhard Wicki*

## 7

Advertising promotes that divine discontent which makes people strive to improve their economic status.  
— *Ralph Butler*

## *Sayings*

### 1

It's nice to be important, but it's more important to be nice.

### 2

If they don't want to play with you, then you don't want to play with them.

### 3

Remember where you came from.

### 4

The best way to judge a teacher is to ask who his instructors were and who his students are.

### 5

Once the game is over, the king and the pawn go back into the same box.

— *Italian saying*

## *Jokes*

### 1

Observing a light across the water, the captain had his signalman instruct the other vessel to change her course ten degrees south.

The response was prompt: “Change your course ten degrees north.”

“I am a captain,” he responded testily. “Change your course ten degrees south.”

The reply: “I’m a seaman first class—change your course north.”

The captain was furious. “Change your course *now*. I’m on a battleship.”

“Change your course ten degrees north, sir—I’m a lighthouse.”

## 2

First employee: “So, is your job secure?”

Second employee: “Oh, yes. It’s me they can do without.”

## 3

The nouveau riche real estate developer splurged on a Rolls-Royce Silver Shadow and couldn’t wait to show it off. So after a meeting with the bank, he offered one of the senior bank officers a ride home. “Whaddaya think?” he couldn’t resist asking his passenger after a mile or two. Pretty snappy, eh? I bet you’ve never ridden in one of these before.”

“Actually I have,” replied the banker graciously, “but this is my first time in the front seat.”

# SUCCESS

## *Quotes*

### 1

The penalty of success is to be bored by the attentions of people who formerly snubbed you.

— *Mary Wilson Little*

### 2

. . . the man who succeeds is never conceded the right to fail.

— *William Pickens*

### 3

If every successful man needs a woman behind him, every successful woman needs at least three men.

— *Margot Naylor*

### 4

Success is a public affair. Failure is a private funeral.

— *Rosalind Russell*

## 5

The only place where success comes before work is in a dictionary.

— *Vidal Sassoon*

## 6

You write a hit play the same way you write a flop.

— *William Saroyan*

## 7

If A equals success, then the formula is A equals X plus Y plus Z, where X is work, Y is play, Z is keep your mouth shut.

— *Albert Einstein*

## 8

The successful people are the ones who can think up things for the rest of the world to keep busy at.

— *Don Marquis*

## 9

Success covers many blunders.

— *George Bernard Shaw*

## 10

Of course there is no formula for success except, perhaps, an unconditional acceptance of life and what it brings.

— *Arthur Rubinstein*

## 11

Behind every successful man there's a lot of unsuccessful years.

— *Bob Brown*

## 12

If you would hit the mark, you must aim a little above it; every arrow that flies feels the attraction of earth.

— *Henry Wadsworth Longfellow*

## 13

Nothing fails like success because we don't learn from it. We learn only from failure.

— *Kenneth Boulding*

## 14

How can they say my life isn't a success? Have I not for more than sixty years got enough to eat and escaped being eaten?

— *Logan Pearsall Smith*

## 15

We can't all be lions in this world. There must be some lambs, harmless, kindly, gregarious creatures for eating and shearing.

— *William Makepeace Thackeray*

## 16

We may stop ourselves when going up, never when going down.

— *Napoleon Bonaparte*

## 17

As is the case in all branches of art, success depends in a very large measure upon individual initiative and exertion, and cannot be achieved except by dint of hard work.

— *Anna Pavlova*

## 18

Never claim as a right what you can ask as a favor.

— *John Churton Collins*

## 19

The danger of success is that it makes us forget the world's dreadful injustice.

— *Jules Renard*



## 20

If a man can build a better book, preach a better sermon, or make a better mousetrap than his neighbor, though he builds his house in the woods, the world will make a beaten path to his door.

— *Ralph Waldo Emerson*

## 21

I am perfectly happy to believe that nobody likes us but the public.

— *Rudolph Bing*

## 22

The toughest thing about being a success is that you've got to keep on being a success

— *Irving Berlin*

## 23

Eighty percent of success is showing up.

— *Woody Allen*

## 24

[Success] means that you have, as performers will call it, “f\*\*\* you” money. . . . All that means is that I don't have to do what I don't want to do.

— *Johnny Carson*

## 25

There's no secret about success. Did you ever know a successful man that didn't tell you all about it?

— *Kin Hubbard*

## 26

There is only one success—to be able to spend your life in your own way.

— *Christopher Morley*

## 27

All you need in life is ignorance and confidence, and then success is sure.

— *Mark Twain*

## 28

. . . I've always gone along with the view that, first, the surest guarantee of sexual success is sexual success (you can't have one without the other and you can't have the other without the one), and, second, that the trappings of sexual success are only fleetingly distinguishable from sexual success itself.

— *Martin Amis*

## 29

Anybody can sympathize with the sufferings of a friend, but it requires a very fine nature to sympathize with a friend's success.

— *Oscar Wilde*

## 30

The worst part of having success is trying to find someone who is happy for you.

— *Bette Midler (attrib.)*

## 31

Self-made men are most always apt to be a little too proud of the job.

— *Josh Billings*

## 32

Either lead, follow, or get out of the way.

— *Sign on desk of broadcasting executive Ted Turner*

## 33

I can't imagine a person becoming a success who doesn't give this game of life everything he's got.

— *Walter Cronkite*

## 34

There's only one way to succeed in anything, and that is to give it everything. I do, and I demand that my players do.

— *Vince Lombardi*

## 35

The common idea that success spoils people by making them vain, egotistic, and self-complacent is erroneous; on the contrary, it makes them, for the most part, humble, tolerant, and kind. Failure makes people cruel and bitter.

— *W. Somerset Maugham*

## 36

Nothing succeeds like success.

— *Alexandre Dumas*

## *Sayings*

### 1

Success is not the ability to get along with people, it's the ability to get ahead of them.

**2**

Enthusiasm is more important than any other commodity. It will find solutions when none are apparent, and it will achieve success where none is thought possible.

**3**

If at first you don't succeed, try, try again.

**4**

If at first you don't succeed, try reading the instructions.

### ***Jokes***

**1**

She always wanted to be successful so she could take it easy. Now she's so successful there's no way she can take it easy.

**2**

Behind every successful man there stands an amazed woman.

# TALENT

## *Quotes*

### 1

There are two kinds of talent, man-made talent and God-given talent. With man-made talent you have to work very hard. With God-given talent, you just touch it up once in a while.

— *Pearl Bailey*

### 2

Talent wins out.

— *Althea Gibson Darben*

### 3

Keep your talent in the dark and you'll never be insulted.

— *Elsa Maxwell*

### 4

A man possesses talent; genius possesses the man.

— *Isaac Stern*

### 5

Anything you're good at contributes to happiness.

— *Bertrand Russell*

## 6

There is no such thing as a great talent without great will power.

— *Honoré de Balzac*

## 7

An unfulfilled vocation drains the color from a man's entire existence.

— *Honoré de Balzac*

## 8

I have always thought that the surest proof of talent is its condescension to genius.

— *Vincent Sheehan*

## 9

I began to ration my writing, for fear I would dream through life as my father had done. I was afraid I had inherited a poisoned gene from him, a vocation without a gift.

— *Mavis Gallant*

## 10

Nothing I do can't be done by a ten-year-old . . . with fifteen years of practice.

— *Harry Blackstone, Jr., on being a magician*

## 11

There is no substitute for talent. Industry and all the virtues are of no avail.

— *Aldous Huxley*

## 12

Whom the gods wish to destroy they first call promising.

— *Cyril Connolly*

## 13

I think this is the most extraordinary collection of talent, of human knowledge, that has ever been gathered together at the White House—with the possible exception of when Thomas Jefferson dined alone.

— *John F. Kennedy*

## 14

Neither cast ye your pearls before swine.

— *Matthew 7:6*

## 15

After my screen test, the director clapped his hands gleefully and yelled, “She can’t talk! She can’t act! She’s sensational!”

— *Ava Gardner*



## 16

We've all been blessed with God-given talents. Mine just happens to be beating people up.

— *Sugar Ray Leonard*

## 17

Hard work without talent is a shame, but talent without hard work is a tragedy.

— *Robert Half*

## *Sayings*

### 1

You're not in competition with anyone but yourself.

### 2

A talent is both gift and obligation.

## *Joke*

“Please, Mr. Grossman, my act is really something special. Just give me a minute.”

Before the talent scout could object, the desperate actor climbed up on the desk,

flapped his arms, and proceeded to fly around the room twice.

“Okay,” said the agent, “so you can imitate birds. What else?”

# TIME & TIMING

## *Quotes*

### 1

I am always quarreling with time! It is so short to do something and so long to do nothing.

— *Queen Charlotte*

### 2

The ultimate of being successful is the luxury of giving yourself the time to do what you want to do.

— *Leontyne Price*

### 3

We must use time creatively...and forever realize that the time is always ripe to do right.

— *Martin Luther King, Jr.*

### 4

When a man sits with a pretty girl for an hour, it seems like a minute. But let him sit on a hot stove for a minute — and it's longer than any hour. That's relativity.

— *Albert Einstein*

## 5

Time is that wherein there is opportunity, and opportunity is that wherein there is no great time.

— *Hippocrates*

## 6

I would willingly stand at street corners, hat in hand, begging passerby to drop their unused minutes into it.

— *Bernard Berenson*

## 7

The less one has to do, the less time one finds to do it in.

— *Lord Chesterfield*

## 8

It takes a lot of time to be sentimental.

— *Don Herold*

## 9

Life is short, and the time we waste in yawning never can be gained.

— *Stendhal*

## 10

Time is the measure of business, as money is of wares.  
— *Francis Bacon*

## 11

Time goes, you say? Ah no! Alas, times stays, we go.  
— *Austin Dobson*

## 12

Ah! The clock is always slow; it is later than you think.  
— *Robert W. Service*

## 13

Time heals what reason cannot.  
— *Seneca the Younger*

## 14

Time makes more converts than reason.  
— *Thomas Paine*

## 15

Time is the greatest innovator.  
— *Francis Bacon*

## 16

Whoever is in a hurry shows that the thing he is about is too big for him.

— *Lord Chesterfield*

## 17

One of the great disadvantages of hurry is that it takes such a long time.

— *G. K. Chesterton*

## 18

Time is a dressmaker specializing in alterations.

— *Faith Baldwin*

## 19

What is a ruin but time easing itself in endurance?

— *Djuna Barnes*

## 20

To every thing there is a season, and a time to every purpose under heaven.

— *Ecclesiastes 3:1*

## 21

Time — the devourer of all things.  
— *Ovid*

## 22

You may delay, but Time will not.  
— *Benjamin Franklin*

## 23

Time: that which man is always trying to kill, but which ends in killing him.  
— *Herbert Spencer*

## 24

The ripeness is all.  
— *William Shakespeare*

## 25

Time wounds all heels.  
— *Jane Ace*

## 26

Time is money.  
— *Benjamin Franklin*

## *Sayings*

**1**

Tempus fugit (*Time flies*).

**2**

Time flies when you're having fun.

**3**

If you want a job done fast, give it to a busy person.

**4**

Time heals all wounds.

## *Joke*

A big-time negotiator was out fishing one day when he caught a strange-looking fish. He reeled the fish in, unhooked it, and threw it on the ground next to him. The fish started writhing in agony and, to the negotiator's surprise, said, "Please throw me back in the lake and I'll grant you three wishes."

"Any three wishes, huh?" The negotiator mused as visions of expensive fast cars and equally expensive and faster women paraded through his head. "Fish," he



finally exclaimed, “give me five wishes and I’ll throw you back.”

“Sorry,” the fish answered while struggling for breath, “only three wishes.”

The negotiator knew his pride was at stake and after giving the matter some thought announced, “What do you take me for? A sucker? I’ll settle for four wishes.”

“Only three,” the fish muttered weakly.

Fuming, the man debated the pros and cons of accepting the three wishes or continuing to bargain for that one extra wish. Finally, the negotiator decided it wasn’t worth looking a gift fish in the mouth and said, “All right, fish, you win, three wishes.”

Unfortunately, the fish was dead.

# VICTORY

## *Quotes*

### 1

Victory at all costs, victory in spite of all terror, victory however long and hard the road may be; for without victory there is no survival.

— *Winston Churchill*

### 2

To the victor belong the toils.

— *Adlai E. Stevenson*

### 3

The only victory over love is flight.

— *Napoleon Bonaparte*

### 4

There is no substitute for victory.

— *General Douglas MacArthur*

### 5

Who overcomes by force, hath overcome but half his foe.

— *John Milton*

**6**

An honorable defeat is better than a dishonorable victory.  
— *Millard Fillmore*

**7**

I glory in conflict, that I may hereafter exult in victory.  
— *Frederick Douglass*

**8**

History is written by the winners.  
— *Alex Haley*

**9**

Winning is better than anything. Better than sex. Better than Christmas morning.  
— *Bill Parcells, after winning Super Bowl XXV*

***Saying***

To the victor go the spoils.

## *Jokes*

### **1**

The general issued a rousing battlecry: “Onward to victory!” Half an hour later, an urgent message reached him: “Need further instructions. Victory not on our maps.”

### **2**

Anyone can win — unless there happens to be a second entry.

— *George Ade*

## End Note

**Now that you have come to the end of a spectacular journey in the instruction and wisdom of the precepts, concepts, and workings of achievement, begin to meditate on them and apply them to your life. Merely reading and getting acquainted with them is not good enough to produce lasting changes; you should work certain truths into your life through thinking long and hard about how they relate to you and your particular set of circumstances. Embrace those that work for you. Remember that other than these quotes being a good resource to fall back on for that impromptu speech or stand-up comedy routine, they provide possible life-changing options that benefit you.**

**Above all, have fun!**