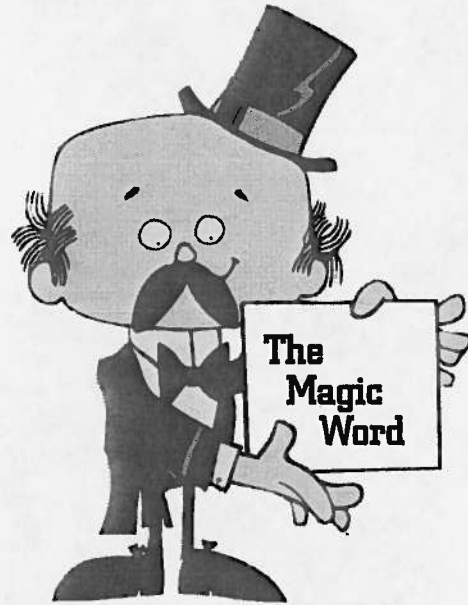


The Magic Word is **ATTITUDE!**

**Attitude** — the position or bearing as indicating action, feeling, or mood.

- Life is a cause-and-effect relationship.
- Your attitude about yourself determines your attitude toward the world.
- Attitude is the reflection of a person—what is going on in the inside shows on the outside.
- Expect more good out of life than bad. Expect to succeed more than you fail.
- Your environment is really a mirror of your mental attitude.
- If you cannot do great things, you can do small things in a great way.
- You must act, look, and feel successful before you can become successful.
- It is our attitude at the beginning of a task, which, more than anything else, will affect its successful outcome.
- It is our attitude toward life that will determine life's attitude toward us.
- We are interdependent. It is impossible to succeed without others. It is our attitude toward others that will determine their attitude toward us.
- The higher you go in an organization of value, the better will be the attitudes you will find.
- Your mind can hold only one thought at a time. Since nothing can be gained by holding negative thoughts, hold successful positive thoughts.
- The deepest cravings of human beings are to be needed, to feel important, to be appreciated. Give these things to others and they will return them to you.
- Part of a good attitude is to look for the best in new ideas...and to look for good ideas everywhere.
- Don't waste time broadcasting your personal problems. It probably won't help you and it can't help others.
- Don't talk about your health unless it's good (unless you are talking to your doctor).



- Radiate an attitude of well being, of confidence, of a person who knows where he or she is going.
- Treat everyone with whom you come in contact as the most important person on earth.

### **MIRACLE OF YOUR MIND**

- We use only 10% of our mental capacities.
- Living successfully, getting the things we want from life, is a matter of solving the problems that stand between where we now are and the point we wish to reach!
- Brainstorm daily.
- Of things people worry about:

**40%** of them will never happen.

**30%** have already happened and can't be changed.

**12%** are needless worries about our health.

**10%** are petty, miscellaneous worries.

**8%** are real.

- Therefore, separate the real from the unreal and don't waste time or energy worrying about needless things.
- The only thing in the world that can take you to your goals in life is your mind.



### **GREEN PASTURES**



- While we're looking at other pastures, other people are looking at ours!
- No matter what your goal may be, the road to it can be found somewhere in the work in which you now find yourself.
- Jobs don't have futures; people do.
- Develop intelligent objectivity.
- Know your profession!
- Successfully serving and getting along with people will determine success or failure.
- To become a professional, study these three subjects:
  1. Your company and industry
  2. Your job
  3. People

- Only preparation can insure our taking advantage of the opportunities that will present themselves in the future and opportunities that are around us now.
- Put your imagination to work on the many ways and means of improving what you are now doing.

### **A WORTHY DESTINATION**

- Keep track of unusual accomplishments.
- Have a goal—fix in your mind a point you have to reach.
- Proceeding successfully through a lifetime should be a matter of progressively setting and achieving goals, one after another, each a little bit better than the former.
- You can only achieve one goal at a time.
- Establishing a goal is vital to success because “we become what we think about.”

### **THE PHYSICAL YOU (Mental and Emotional Health)**

- I will be as cheerful as possible.
- I will try to feel and act a little more friendly toward other people.
- I will be a little less critical and a little more tolerant of other people, their faults, failings, and mistakes.
- I will practice “acting like” and “feeling like” the new personality.
- I will not let my opinion color facts in a pessimistic or negative way.
- I will practice smiling at least three times during the day.
- I will react as calmly and as intelligently as possible regardless of what happens.
- I will ignore and close my mind to all of those pessimistic and negative “facts” which I can do nothing about.

