
“The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, the education, the money, than circumstances, than failure, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company... a church... a home. The remarkable thing is we have a choice everyday regarding the attitude we will embrace for that day. We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% of how I react to it. And so it is with you... we are in charge of our Attitudes.”

Charles R. Swindoll

Attitude... it's one of the founding principles underlying all of our work at ProLaureate.

The importance of attitude cannot be underestimated in the pursuit and achievement of personal and professional development and success.

The Formula for Success...

A + S & K + G = PBC → I/R

PROLAUREATE \ prō-lor-ē-āt \ n.
a professional champion; an exemplary leader – of self and others. A person who achieves the highest levels of personal and professional excellence. A person skilled and successful in the accomplishment of both personal and professional goals.

ProLaureate is a leadership development firm. Passionate, down-to-earth, hands-on, and driven by achieving results for our clients, we help organizations, teams and individuals discover their potential and then apply that knowledge to reach extraordinary levels of achievement and success...

to become Professional Champions.



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