



*“Isn’t it strange that princes and kings,  
and clowns that caper in sawdust rings,  
and common people like you and me  
are builders for eternity?”*

*Each is given a bag of tools,  
a shapeless mass, a book of rules;  
and each must build, ere life is flown,  
a stumbling block or stepping stone.”*

R.L. Sharpe

Determining the future involves choices. Some choices are easy and clear, but others are not, and some are not pleasant or popular. Most, however, will affect your future and the future of your organization. Choosing the right direction involves evaluating alternatives and ideas and deciding which are in alignment with your values and vision and those of the organization. A choice that does not satisfy these conditions is neither effective nor appropriate.

Our choices are our ‘bag of tools’, to do with as we decide, to either further our success and achievement and that of others, or to put roadblocks in the way.

Who you are today is the result of choices you have made over many years. Your future is the result of the choices you make today. Choose carefully, and choose the best.

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Successful people have learned how to motivate themselves and create the circumstances and environment in which others are motivated and reap the rewards of success.

How effective you become at developing and motivating yourself will determine how successful you will be at leading and motivating others to higher levels of achievement.

*“You can have everything  
you want in life, if you will  
just help enough people  
get what they want.”*

Zig Zigler

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*“Your listeners won’t care  
how much you know,  
until they know how much you care.”*

Anonymous

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A fundamental truth about effective communication is that people will not believe what you say, if they don’t believe in you. Their belief in you begins with your genuine interest and understanding of who they are and what they are about. Empathy is the ability to put yourself in someone else’s shoes – to understand.

Empathy is neither agreement nor disagreement, but rather an understanding of why someone feels, and subsequently behaves, the way they do. This understanding is critical to helping ourselves and others overcome limitations and develop strengths, thereby empowering each of us to lead a life of continuous achievement.

The more you empower others, the more you empower yourself. This empowerment is the result of understanding self and others, doing things right and doing the right thing.

*“Seek first to understand,  
then to be understood.”*

St. Francis of Assisi

People want you to believe in them, just as you want them to believe in you. When you ‘seek first to understand’, you heighten trust and self-respect – yours and theirs.

Learn to recognize and speak the language of trust. Most people learned very early in life who to trust. Generally it was those people who were easy to read and understand. People who were happy, who were warm and caring, whose competence and confidence in you, gave you the confidence to grow and achieve your goals. These are the same qualities others look for you to exhibit.

The most loved, most respected and most successful leaders everywhere are invariably those who have the capacity to understand and empathize with the feelings of others and who openly show it.