



*Five frogs are sitting on a log by a river.*

*Four of the frogs decide to jump into the water.*

*How many frogs are left sitting on the log?*

If you said one, perhaps you should think again. Deciding to do something, and actually doing it, is the difference between success and failure.

Many ingredients are included in recipes for success: perseverance, positive attitude, well-defined goals, self-motivation, and self confidence, to name just a few. However, without one ingredient, none of these could product results. That ingredient? Action!

Neither the best idea nor the most well planned project will ever become reality without action.

Andrew Carnegie, who amassed a fortune over his lifetime, said that the adage, "Knowledge is power" is only a half truth, for knowledge is only potential power. It becomes power only when it is expressed in terms of definite action. Knowledge is not power – applied knowledge is power.

Set your goals - make them purposeful, focused and well defined. Know what you have to do – and then *take the action* necessary to accomplish the goal – decide *and JUMP!*

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*"The successful person has the habit of doing the things failures don't like to do.*

*They don't like doing them either, but their disliking is subordinate to the strength of their purpose."*

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*"Continuous improvement is better than delayed perfection."*

Mark Twain

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Individuals are goal seekers by nature, but not necessarily by habit or practice. People are happiest when they are working toward the accomplishment of goals which give personal as well as professional satisfaction and rewards.

Short range goals are the building blocks of success. Whether you are a novice or master at goal setting, you must realize that every great journey begins with one small step.

If you take up running, the first day out it's best to run a short distance. After a few weeks, your confidence and stamina grow, and your distance and speed will increase. Gradually, you stretch the distance until you feel you can run forever- each progressive step widens your horizons and expands your self confidence.

As you develop an increased sense of purpose for your life, it's only natural that you begin to gaze into the future – and want to map out a plan to achieve goals that are consistent with your ultimate purpose in life.

*"You miss 100% of the shots you never take."*

Wayne Gretzky

When your goals are aligned with your vision and purpose, extraordinary results can be achieved from ordinary actions.

But goals are only philosophy unless you act on them. "Doing it" rests entirely upon you. Setting goals is important, but taking the action necessary to accomplish them is critical to sustained success and continuous improvement.