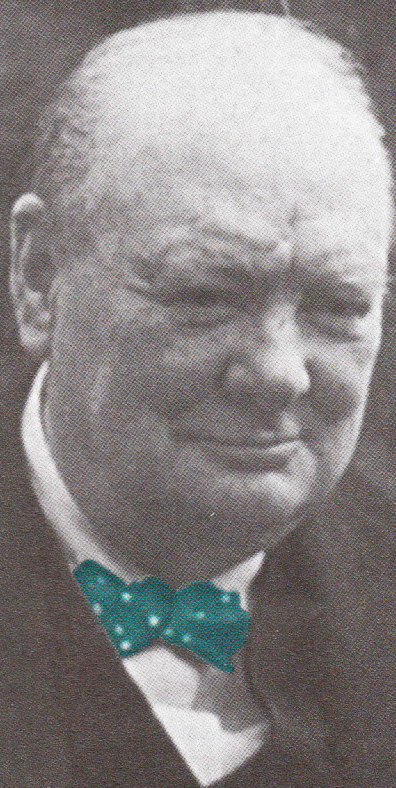


"Every night before sleep, I put myself through a rigorous court martial to judge if I have been as effective as possible in all I did during the day. I am unforgiving if I feel I have not attacked my work with unceasing gusto and zest. That is what leadership is all about. It is passion joined with dedication that produces the thunder and fire. It is passion that wins the cause."

Lincoln S. Churchill

QUALITIES OF A SUCCESSFUL LEADER



PERFORMANCE...

P the ability to design a strategy and execute a plan to its highly successful completion...a commitment to uncompromising standards, an unwillingness to settle for anything less than the best...a striking devotion to work long and arduous hours to achieve mighty objectives.

AMBITION...

A the passion and determination to win...a belief in the dictum of *show me a good loser and I'll show you a loser*...a disquieting distaste for the *status quo*...the audacity to reach beyond your grasp for the golden ring—and take the soaring ride of promise.

STANDARDS...

S principles and ethics—both in professional performance and personal integrity...faith in ideas, ideals, values, people, and the nobility of great causes... an unshakable belief in the dignity and worth of challenging and fulfilled expectations...a healthy impatience and discontent with anything less than towering achievement.

SKILL...

S a rare combination of ability, strength, aptitude, talent, and heart... uncommon common sense...never deviating from a dedication to unending quality and audacious curiosity...consummate capability coupled with unrelenting will, conviction, and determination.

INNOVATION...

I an inquiring and inventive mind, not anchored to the barnacles and crustaceans of the past...a willingness to go beyond the familiar, the reasonable, the predictable...the courage to dive into the unknown and bottomless sea of the totally impossible—and stand finally on the ocean floor of success... a vision and lust for the unexplored.

OPTIMISM...

O a positive mental attitude—assured, confident, enthusiastic... knowing that when you have an unalterable belief that you will win, it is a self-fulfilling prophecy...that when you say something can't be done, it probably can't...and when you say it can be done, it probably can.

NON-WAVERING...

N dedicated, unbending, unyielding—never give up, never give in, never—in those causes which are held to be truly important...an unconquerable belief that every problem is an inspirational opportunity when pursued in an inspired way.

And the Greatest of These is Passion

The Idea
People



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