

THE ESSENCE OF
Defining the Foundations of Success

THE STRENGTH OF INDEPENDENCE

“All your views in life should be directed to a solid, if moderate, sense of independence, knowing that true happiness, freedom, and even honesty can only exist in doing what’s right. The responsibility for judgments is yours, but also recognise that developing a sense of independence is a cornerstone of character.”

THE COURAGE OF INTEGRITY

“The highest courage is to dare to be yourself in the face of adversity. Choosing right over wrong, ethics over convenience, and truth over popularity ... these are the choices that measure your life. Travel the path of integrity without looking back, for there is never a wrong time to do the right thing.”

THE ROAD TO SUCCESS

“Always choose the path that amoves in the direction of your dreams. Though your journey may be filled with many winding roads, when you are inspired to follow your dreams, you eventually find success, and discover it is less about the destination and more about the manner in which you travelled.”

THE ESSENCE OF CHARACTER

“Your true character is revealed by the clarity of your convictions, the choices you make, and the promises you keep. Hold strongly to your principles and refuse to follow the currents of convenience. What you say and do defines who you are, and who you are ... you are forever.”

THE BEAUTY OF SIMPLICITY

“There is great freedom in simplicity. When you remove unnecessary layers and unnecessary burdens you have the clarity to see that is really important. Simplify whenever you can ... for those who have enough but not too much will find true beauty in their success.”

THE POWER OF PERSPECTIVE

“A positive perspective removes the rust from our minds and helps us to see beyond the box we’ve built for ourselves. Large obstacles seem smaller, long distances can be made shorter, and the unknown becomes familiar. Passing to take a different view and appreciating everything more fully helps us understand where we are going.”

THE SKY’S THE LIMIT

“Everyone has potential .. It is an infinite resource that cannot be exhausted, but can be lost in the clouds of fear and complacency. It may take courage to embrace the possibilities of your own potential, but once you’ve flown past the summit of your fears, nothing will seem impossible.”

THE ESSENCE OF IMAGINATION

“What we can easily see is only a small percentage of what is possible. Imagination is having the vision to see what is just below the surface; to picture that which is essential, but invisible to the eye.”

THE ESSENCE OF DETERMINATION

“Determination is born out of purpose ... knowing that you are gifted for something and this something must be attained. It is never enough to rely on luck or natural talent. You must, above all, believe in yourself, face your goals, and then fight as if your life depended on it.”

THE POWER OF ATTITUDE

“Our lives are not determined by what happens to us, but by how we react to what happens, not by what life brings to us, but by the attitude we bring to life. A positive attitude causes a chain reaction of positive thoughts, events, and outcomes. It is a catalyst ... a spark that creates extraordinary results.”

THE ESSENCE OF CHANGE

“Learn to embrace change, and you’ll begin to recognise that life is in constant motion, and every change happens for a reason. When you see boundaries as opportunities, the world becomes a limitless place, and your life becomes a journey of change that always finds its way.”

THE FOUNDATION OF EXCELLENCE

“Our achievements are shaped by the terrain of our lives and the strength of the foundations we set. In building the life we’ve imagined, we must be true to our beliefs, dare to be ethical, and strive to be honourable. For integrity is the highest ground to which we can aspire.”

THE ESSENCE OF SUCCESS

“Successful is the person who has lived well, laughed often and loved much, who has gained the respect of children, who leaves the world better than they found it, who has never lacked appreciation for the earth’s beauty, who never fails to look for the best in others or give the best of themselves.”

THE POWER OF A LEADER

“True leaders are not those who strive to be first but those who are first to strive and who give their all for the success of the team. True leaders are first to see the need, envision the plan, and empower the team for action. By the strength of the leader’s commitment, the power of the team is unleashed.”

THE ESSENCE OF DESTINY

“Watch your thoughts, for they become words. Choose your words, for they become actions. Understand your actions, for they become habits. Study your habits, for they will become your character. Develop your character, for it becomes your destiny.”

THE ESSENCE OF PERSERVERANCE

“Follow your heart, hang on and don’t give up just because everyone else does. There is nobility in being the last one standing, because the persistent few are those who stretch boundaries, set brave new standards and secure the hope for a better tomorrow.”

THE ESSENCE OF LEADERSHIP

“A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the quality of his actions and the integrity of his intent. In the end, leaders are much like eagles ... they don’t flock, you find them one at a time.”