

Wroten & Associates

March 2012 Leadership Insight

"Being defeated is often a temporary condition. Giving up is what makes it permanent." - *Marilyn Vos Savant*

I recently ran across this vignette and thought it to be very true. We all could learn from other's struggles and successful experiences. I am sure that no matter what goals you are working on you have been discouraged and sometimes have given up. The success stories below bring to mind that if we are persistent and determined we will eventually reach our goals.

Keep On, Keeping On

Author Unknown

Colonel Sanders went to more than 1,000 (that's right 1,000!!!) places trying to sell his chicken recipe before he found an interested buyer. The fact that we can buy Kentucky Fried Chicken today attests to his perseverance. Thomas Edison tried almost 10,000 times before he succeeded in creating the electric light. If he had given up, you would be reading this in the dark! The original business plan for what was to become Federal Express was given a failing grade on Fred Smith's college exam. And, in the early days, their employees would cash their paychecks at retail stores rather than banks. This meant it would take longer for the money to clear, thereby giving Fed Ex more time to cover their payroll. The rest is history!

To truly succeed it requires a total commitment to your goal. Too many people make the mistake of quitting just short of success. Keep going no matter what! If you really believe in what you are doing, give it all that you've got and don't give up. You will succeed! Be persistent and determined. There is no such thing as failure, only unacceptable results. Every action produces an outcome. It may not always be the outcome you are looking for but it is an outcome nonetheless. If you monitor the results of your actions and keep correcting what is not working, you will eventually produce the outcome that you are looking for.

Wishing you a determined and inspired month!

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