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starts with desire. Some of the most successful people have very little education and a lot of them come to this great country, Canada, not even being able to speak either English or French. They are successful because of their desire.

3. "You're too young" or "You're too old". There is a 15 year old boy in the United States who is programming computers. He's a millionaire already. What can you say when you hear the term "finger-lickin' good"?
4. Napoleon Hill's "Think and Grow Rich" lists these excuses. How many of these excuses do you use? Success is a planned process - you were born to succeed. It is hard to believe the number of people who plan failure. It is much more enjoyable and rewarding to plan for success. Success begins within the person. No one can make you successful. You must have a burning desire for it and allow nothing to stand in your way.
5. We all know personally of people who are not successful - take a look at what they are doing and then do the opposite.
6. To achieve personal success may I suggest the following:
 - i) READ - start off your day and finish it with positive material. If you feed your mind with positive material you will become positive. Read up on current happenings daily on and in the area of your chosen work. Suggested reading for your own growth as an individual are as follows:
 - a) Think and Grow Rich - Napoleon Hill
 - b) Psychocybernetics - Maxwell Maltz
 - c) Power of Positive Thinking - Dr. Norman Vincent Peale
 - d) How to Win Friends and Influence People - Dale Carnegie
 - e) Megatrends - John Naisbitt.

ii) AUDIO CASSETTES: The Nightingale-Conant Foundation produces and distributes the majority of the excellent tape sets available.

- a) The Psychology of Achievement/Phoenix Seminar - Brian Tracy
- b) The Excellence Challenge - Tom Peters
- c) What They Don't Teach you at Harvard Business School - Mark McCormack
- d) Psychology of Winning - Dr. Denis Waitley
- e) Peak Performance - Dr. Charles Garfield
- f) Any Earl Nightingale Tapes

iii) SEMINARS AND SPEAKERS: All truly successful people share their knowledge and how they succeeded. If you have the opportunity to attend a seminar by any of the following, make the time. The fees charged should not be viewed as an expense but rather as an investment in yourself.

- a) Brian Tracy
- b) Kop Koppmeyer
- c) Kenneth Blanchard
- d) Denis Waitley
- e) Joe Cossman
- f) Wayne Dyer
- g) Tom Peters

Outside of reading, listening to audiocassettes and attending seminars, you can help yourself by some very simple techniques.

1. Repeat to yourself - I like myself, I like myself, I like myself, I like myself, every time you get down or depressed. The quicker you repeat it and more often you repeat it, the quicker your self-esteem rises.
2. Associate with others who desire success. The association with negative people will only make you negative. Become familiar with the Master Mind Principle. Remember "If you associate with turkeys, it's hard to fly with the eagles".
3. Review your written goals daily. Make your goals for 30 days, 90 days, 1 year, 2 years, and 3 years. Make them reasona-

ble and constantly update them to higher levels.

4. Take your hardest task and do it first. Do the one thing you fear most. If for example, you fear speaking in public, go to Toastmasters.
5. Remember that you are a unique individual and that you were born to be successful. You have God-given talents that can be developed into excellence. Don't short-change yourself - you owe it to yourself to become prosperous, happy, healthy and to have superior relationships with others.
6. Never do or say anything that would devalue yourself or others.
7. Learn to relax and enjoy life. Once you achieve the maximum potential that you are capable of, you will attract success. The Law of Attraction says you shouldn't chase success but rather deal with the person you are within and success will find you.
8. Your thoughts dictate the type of person you are. If you think of yourself as a loser, you will be a loser. You can think yourself into poor health. If you cannot visualize yourself as being financially independent you will struggle trying to make ends meet.
9. Have faith in yourself and develop persistence. Don't allow others to tell you something is impossible. "To thine own self be true."
"Imagine a better future - you owe it to yourself." If you are interested yourself or concerned with the personal development of your Company's staff, you owe it to yourself and to them to explore the immediate benefits derived from this challenging seminar. I'd like to leave you with one last thought that a former colleague of mine shared with me - "I'd rather be green and growing than ripe and rotting!"

