True Success

The Art of Achievement in Times of Change

Tom Morris
The 7 Cs of Success

For True Success, we need:

C1

A clear CONCEPTION of what we want, a vivid vision, a goal clearly imagined.
The Greatest Advice Ever Given for Powerful Goal Setting:
The Greatest Advice Ever Given for Powerful Goal Setting:

Know Thyself
The Second Greatest Advice for Powerful Goal Setting:

Do not allow what is very good to keep you from what is best.
C2
A strong CONFIDENCE that we can attain that goal.
William James

“Precursure Faith”
We need 2 kinds of confidence:

(1) Initial Confidence

(2) Resilient Confidence
A focused **CONCENTRATION** on what it takes to reach that goal.
Zeno

Start __:__:__:__:__ Goal

Divide
then
Conquer
C4

A stubborn **CONSISTENCY** in pursuing our vision, a determined persistence.
The 3 Causes of Persistent Inconsistency:

- Ignorance
- Indifference
- Inertia
C5

An emotional COMMITMENT to the importance of what we are doing.
The Dual Significance Principle

Every job productive of any good can be given either

(1) A trivial description
    or
(2) A noble description

Ultimate motivation requires that we have, in our own minds, a noble description of what we do.
A good CHARACTER to guide us and keep us on a proper course.
Aristotle on Masterful Persuasion and Salesmanship

Logos
Pathos
Ethos
A CAPACITY TO ENJOY the process along the way.
ENJOY
THYSELF
The 7 Cs of Success

1. A clear CONCEPTION
2. A strong CONFIDENCE
3. A focused CONCENTRATION
4. A stubborn CONSISTENCY
5. An emotional COMMITMENT
6. A good CHARACTER
7. A CAPACITY TO ENJOY
If there were An 8th Condition for Success, it would be:

C8

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