

Quiet Success Thoughts



ABOUT THE AUTHOR

Born in Nephi, Utah, raised in Ogden and Vernal, Dave Olpin filled a mission for the LDS Church in Finland and then graduated with his B.A. from Brigham Young University

He and his wife, Doris Kay, have a family of four sons. All but the youngest have become Eagle Scouts (and he will soon). Dave has been close to his family through numerous Church youth leadership positions as well as bishop's councilor and high councilman.

Challenging the abilities of his own sons and many of the youth in the Provo area gives basis for the contents of this book and the important part it plays in his personal philosophy of life and family

Dave also served in the military and was employed by a major retailer in Provo for over twenty years, until several years ago when he took to heart the book's message and challenged himself by becoming a principle in a new business in Salt Lake City

He and his family still reside in Provo where he is active in Kiwanis and community affairs.

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Quiet success thoughts

David L Olpin

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Quiet success thoughts

by David L Olpin

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FOREWORD

“Success Thoughts” was written with one purpose in mind: To let our four sons catch an essence of what real success is all about, and to help them understand the importance of it in their own lives.

Sterling W. Sill wrote: “I am sure in my own mind that the one business of life is to succeed, that God did not give us these magnificent brains, these miraculous personalities, and these wonderful physical qualities and then expect us to waste our lives in failure.”

Perhaps sometime during your life you have climbed to the top of a high mountain. If so, you remember all the preparation and effort required to be able to get there. As you finally reach the top, a powerful feeling of excitement builds up inside you, an exhilaration that almost explodes in that great moment of accomplishment. You did it! You made it to the top!! You want to shout it out! There were times when you thought you might not make it, but you did it!!!

And as you stand there on the summit, swept by the wind, you strain your eyes to drink in all the “reward” you can. A breathtaking sight stretches out endlessly before you in all directions. That’s an exciting moment! And with that moment comes a sweet feeling of fulfillment and a deep satisfaction of a personal accomplishment. You completed your challenge!

Compare “success” with the excitement found in the skillful attempt on a difficult mountain. The higher the climb, the greater the preparation. Some may choose Alps. Some may choose hills. But everyone has his own challenge and his own way to climb it. And to avoid many of the problems of a difficult climb, you must first get the best advice you can from the best experts, prepare well, and become familiar with the best gear and procedures. Life is no different.

Getting to the top is everyone’s goal, but the challenge and the excitement is in the struggle to get there.

In any good climb you can expect your share of slips, falls, tough handholds—even deadends and setbacks. But what counts is how hard you prepare, how hard you try and how hard you bounce back, especially when the going gets tough. Important also is how many problems you solve before you even begin to make your try at the summit.

When my wife and I began our family, it seemed that we had just created our own figurative mountain. The climb was the task of teaching our boys. Joseph Smith said that he would teach correct principles, and the people would govern themselves. I believe in that concept!

Our specific problem was: how would our boys acquire and recognize those “correct principles”—much like getting the right techniques, the right gear and then finding the right guideposts, markers and handholds toward their summits. We needed to get a good understanding of these same kinds of basics for their climb. What are the important things in life? What are the really lasting values? The worthwhile priorities and the right directions?

Success Thoughts

David L. Olpin

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ACKNOWLEDGMENTS

The preparation of this material has been made through the efforts of many people who have been an influence on my life. Their consideration has been greatly appreciated, and I am indebted to them for their response.

To those unknown authors, it is hoped that they would enjoy sharing their writings that we might be enlightened and even inspired. It is in this spirit that this volume is prepared for the reader.

My sincere thanks to my friend, Don Riding, for his excellent suggestions, preparation, layout, artwork, and front cover.

My greatest appreciation goes to my very precious wife for her continued love and support and especially to my four sons, for whom this volume was begun and intended. To our family:

My wife: Doris Kay

Our sons: Steven, Michael
Scott and Glen

THE CHOICE

... It is the misapprehension of most people that if you are good, really good, at what you do, you will eventually be both widely known and well compensated.

It is the understanding of almost everyone that success, to be complete, must include a generous portion of both fame and fortune as essential ingredients.

The world seems to work on that premise. The premise is false. It is not true. The Lord taught otherwise.

I want you, our children, to know this truth:

You need not be either rich or hold high position to be completely successful and truly happy.

In fact, if these things come to you, and they may, true success must be achieved in spite of them, not because of them.

... The crucial test of life does not center in the choice between fame and obscurity, nor between wealth and poverty. The greatest decision of life is between good and evil.

... What, then, do we want you to do? Simply this:

Be good!

Study the gospel.

Live it!

Stay active in the Church.

Receive the ordinances.

Keep your covenants.

... Position and wealth are no more essential to true happiness in mortality than their absence can prevent you from achieving it.

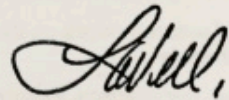
I can envision a day, in generations ahead, when I would regard you and your children, and theirs, struggling with the challenges of life.

I may see you go the full distance of mortality without becoming either well-known or wealthy. I can see myself falling to my knees to thank a generous God that my prayers have been answered, that you have succeeded, that you are truly happy.

Boyd K. Packer
Quorum of the Twelve Apostles
General Conference, November, 1980

For Mormons, success is. . .

to have a complete understanding of who we are and what our potential can be. Then, to have the conviction necessary to work toward that potential. This would apply to all facets of our life.



R. LaVell Edwards
B.Y.U. Head Football Coach

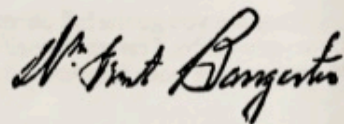
Successful people follow successful patterns

Sterling W. Sill

I leave this incident in the lives of my parents who never obtained wealth or were highly educated.

However, when their youngest son was married, all their ten children were present with them in the temple, having been properly recommended and being considered worthy to be present and to enjoy the blessings that are there promised.

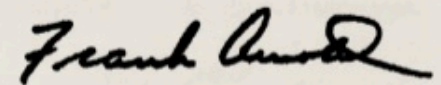
I know of no greater mark of achievement, and I consider my parents paramount among the successful people I have known anywhere.



William Grant Bangerter
First Quorum of the Seventy

One of the most appropriate statements regarding success that I have heard in my lifetime is Coach John Wooden's definition. It is very simply, "Peace of mind which is a direct result of self-satisfaction in knowing that you did your best to become the best that you are capable of becoming."

To me that is an outstanding definition, but somewhat wordy. If I were to formulate my own definition, it would very simply be, "Doing the best with that with which you have been blessed," or more simply stated, "Doing the best with what you have."



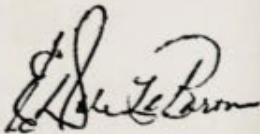
Frank Arnold
Former B.Y.U. Head Basketball Coach

Success Thoughts

Churchill is quoted as saying: "I would rather fail in a cause which will ultimately succeed than to succeed in a cause which will ultimately fail."

Through accepting God's Eternal Plan, we can succeed in a cause which will ultimately succeed. However, there will always be TWO PREREQUISITES before success . . . WORTHINESS and WORK.

The only place where success comes before worthiness and work—is in the dictionary.



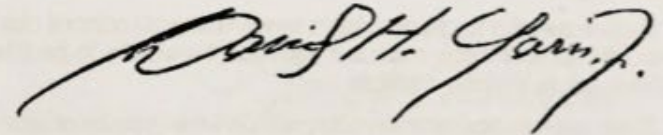
E. Dale LeBaron
Mission President

Individual and family growth towards eternal living in the presence of our Heavenly Father is best obtained when we solve our individual and family problems by learning to "THINK STRAIGHT" at all times. When we learn to control our thought processes with sound, positive STRAIGHT THINKING, we insure a fuller and happier life in this world, and guarantee a place in the eternities with our Heavenly Father, and Savior, Jesus Christ.

M. Russell Ballard
First Quorum of the Seventy

Success Thoughts

Often the word "success" is used exclusively in association with a particular prowess, skill, trade, vocation, or profession. Also, to the world one is a success when he has a lot of money or receives a lot of recognition as an entertainer, pro athlete, TV performer, government official, businessman, banker, lawyer, educator, or whatnot. Too often people who are such successes "in the world" are almost total failures as human beings. Their lives are emotional, moral and spiritual disasters. Their worldly success is only chaff if they fail to achieve excellence in their pursuits in this world, that striving should always be subordinate and guided by their pursuit to celestial character. Therein lies true success.



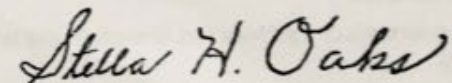
David H. Yarn, Jr.
Professor of Philosophy, B.Y.U.

Saying what SUCCESS has come to mean to me calls for PROLOGUE OF WHAT I TREASURE AND VALUE ABOVE ALL ELSE:

Love for our Savior, Redeemer and a desire to live in the Celestial Kingdom with HIM, my family and friends!

Thus SUCCESS to me is finding a means that I can keep myself motivated constantly and persistently to learn-learn-learn by the scriptures, the arts, the sciences and my relationships with people.

And secondly and more difficult, success is using this assimilated knowledge in delivering loving, responsible and dedicated SERVICE to family and fellowmen.



Stella H. Oaks, Outstanding mother, civic leader

Success Thoughts

A Few Feelings And Words On Success I've Tried To Incorporate Into My Career

No matter what your pursuit in life, or the effort you put forth, there will be others who rise above you, and they deserve your praise. This does not mean that you will step down and give up. It is all right to be satisfied or content with what you have, but never with what you are.

When you are under the influence of anger and emotional outburst, growth is unlikely and spirituality is impossible.

If you would rise to great heights, remember you cannot climb on the shoulders of your fellow men, but you must be worthy to be lifted by those above you to this lofty position.

There are two occasions in competition when you must learn to keep your mouth closed: one when you lose and one when you win.

Our true sportsmanship is usually displayed following a defeat.

Many have the will to win on the day of the contest, but few (the champions) have the will to prepare to win.

There are some defeats more triumphant than victories.

Impossible is a word only to be found in the dictionary of fools.

He that is over-cautious will accomplish little.

Things do not happen. They are made to happen.

Life's greatest adventure is in doing one's level best.

Do the best you can. Face your deficiencies and acknowledge them, but do not let them master you. Let them teach you patience, sweetness, insight. When we do the best we can, we never know what miracle is wrought in our life or in the life of another. (Helen Keller)

We must remember that a man's reputation is made not because of a few outstanding events in his life, but because of little things. It is from totalling the details in a man's professional or business life that we form our picture of his true character.

Experience is a hard teacher. She gives the test first and the lesson afterwards.

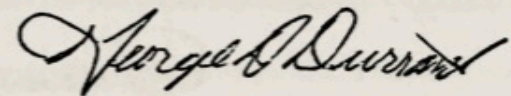
Success or failure in life is caused more by mental attitude than by mental capacities.

Vernon Law, Professional Baseball Player,
Cy Young Award Winner

Success Thoughts

An unsuccessful parent is somebody who sees or acts as though he sees other things as being more important than his family and is constantly chasing after other things at the expense of his family.

Therefore, I would say that the successful parent is the one who has as his highest priority his family and does all that he can to make life pleasant for them and teaches them those gentle things that cause them to love the Lord.



George D. Durrant
Church Director of
Priesthood Genealogy

Success sometimes means . . .
having the courage to stand up
for what you know is right.

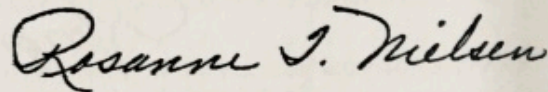
Success Thoughts

"SUCCESS"

A positive attitude and sincere effort will hasten more success than any "lucky break."

Many times we are affected by what others think. If they say we can't succeed, often we think we can't. To gain real success, we must believe that we can do anything, unless we prove to ourselves that we can't.

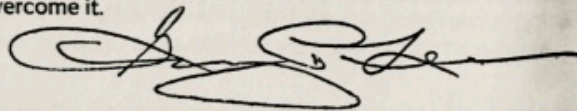
These are two thoughts on success that I formulated for me. I would hope that others would adopt them, and gain the happiness that can come through success.



Rosanne Tueler Nielsen
A First Attendant For Miss America

Much of the success I had in life came only after many setbacks and discouragement. As a Junior in high school I made a list of goals to achieve and then set out to accomplish them no matter how hard or how long it took. I knew it would be hard, but I made up my mind in advance that anything good never comes easily.

... And that many small and great challenges and obstacles might stand in the way of achieving my goals. When these trials and problems came, I accepted them, endured them, and became bigger than they were through persistence and consistent study, prayer, and diligence. The bigger the mountain the bigger the effort to overcome it.



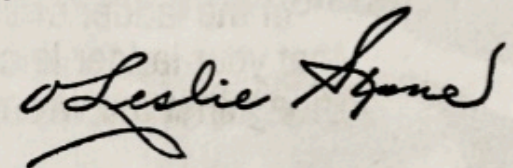
George P. Lee
First Quorum of the Seventy

Success Thoughts

TEN RULES FOR SUCCESS. . .

1. **DETERMINATION:** be willing to pay the price through hard work. Think about big things and don't get thickly involved with thin things.
2. **GOOD MONEY MANAGEMENT:** pay your tithing; pay yourself and save out of every dollar you earn; wisely spend the rest.
3. **STICK TO YOUR PRINCIPLES:** you will be respected for adhering to that which you believe.
4. **ENDURANCE:** don't give up when things get tough. Stick to the job no matter how tough it may be.
5. **GOOD WORK HABITS:** get the job done at the time it needs to be done; apply diligence and take pride in good performance.
6. **GOOD GROOMING:** wear clothes to fit the occasion; cleanliness.
7. **HONESTY:** a trusted person is always in demand. Live within your income and keep your word.
8. **SELECT YOUR FRIENDS:** they will have a profound influence on your life for good or evil.
9. **SET GOALS:** know where you have been, are now and in which direction you are headed.
10. In seeking success in any field, remember:

"Seek ye first the kingdom of God and His righteousness and all these things shall be added unto you." (Matthew 6:33)



O. Leslie Stone
First Quorum of the Seventy Emeritus

Success Thoughts

Success is . . .

" . . . to come to a knowledge that the purpose of life is not mere existence or pleasure, or fame, or wealth, but the perfection of humanity through individual achievement under the guidance of God's inspiration."

Fifth Objective of B.Y.U.

Make sure when you climb
to the top rung
of the ladder of success
that your ladder is not leaning
against the wrong wall.

Success Thoughts

If you would be
a great man,
learn what
great men think.

Success. . . .

is not in never falling,
but in rising every time you fall.

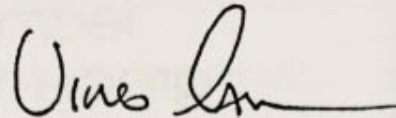
Paul H. Dunn

First Quorum of the Seventy

Success Thoughts

SUCCESS:

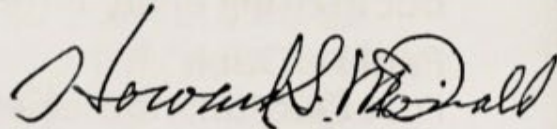
Throwing an interception that loses a Super Bowl and being able to walk off the field with your head high because you understand its importance with respect to Eternal Life.



Virgil Carter
B.Y.U. Quarterback
Professional Football Player

Definition of Real Success:

Real success is the accomplishment of a person to use his God-given talents for the benefit of mankind and for the upbuilding of the Kingdom of God on earth and to so live that when he departs from the mortal existence, he may return to God who gave him life and be exalted in the Celestial Kingdom in the presence of God the Eternal Father and His Son Jesus Christ.



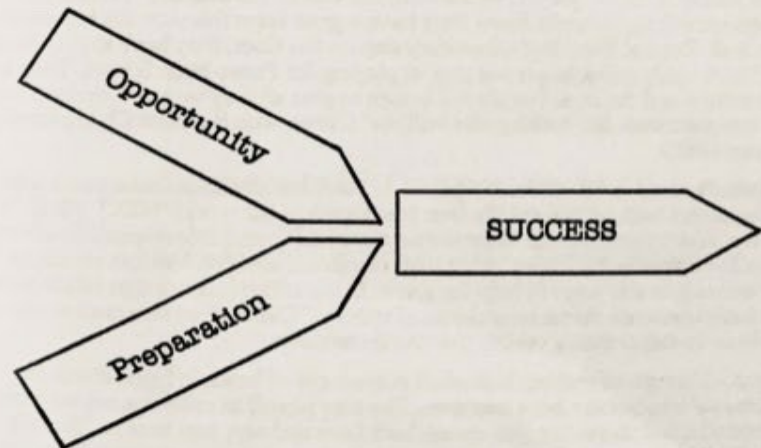
Howard S. McDonald
Former President of B.Y.U.

Success Thoughts

We have a motto in the Switzerland Zurich Mission, which we consider a good definition for success:

**"Your best is good enough;
good enough is not your best."**

Gary E. O'Brien, Mission President



SUCCESS TO ME

Success to me is a word for which there could be a thousand definitions. Many think it is material things, money, etc., but to me success in any field is to earn the respect of honest critics and endure the betrayal of a false friend; to see people, not as they are, but what they can be; to give of one's self without the slightest thought of return; to set the highest goal and then work and achieve it; to go out every day with enthusiasm; to appreciate excellent play, even of your opponent; to do more than your duty requires; to practice longer and harder than your opponent; to learn to deny oneself; and to sacrifice fun things for disciplined hard work. If people knew all that went into being a champion, the hours of practice and denying themselves, they might not wonder why they are not better than they really are.

But success starts in the mind. I think mental versus physical is about as ten is to one. We start every basketball season aiming at the #1 spot, the state championship. I have found that what your mind sees when it looks through the sights of your goals is where your effort will strike.

Many of us hate to set high goals because we might look bad if we fail. I think fear is an enemy of a champion. It is safer to say we are not very good, so don't expect too much. But we always say to our players, "When you are the best, you must always be at your best." Champions *believe* they are good. They know they must live up to their reputation of being number one. We say every day, "You must do your best."

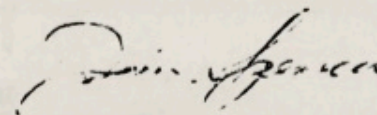
Kirk Ashby, a former player, wrote when he was on his mission, "Would you tell the guys something for me? I know they have a great team this year. It's too good not to win it all. Remind them that when they step on the floor, they have to play their best. They're only going to get one shot at playing for Provo High School. They owe it to themselves and the ones that played before to give all they've got. We don't expect more than their best, but nothing else will do." (Provo won the State Championship that year, 1981.)

Success does not come without a defeat, but one loss does not make you a failure. You should get back up and use the best two words in the world "NEXT TIME." Sometimes we grow more from our defeats than our victories. In defeat we can examine the roots of the loss with intelligent rather than emotional analysis. We can search for better techniques and ways to help the game. In my office I have a sign which says, "We must experience defeat to understand victory." Defeat then becomes an elevator that lifts us up rather than a vehicle that carries us down.

There is a danger of making basketball players out of boys. In high school the ultimate goal is to fashion boys into men. The true payoff in coaching comes when someone who has played for you comes back later and says two words, "Thanks, Coach." A "thank you" after one or thirty years of coaching is meaningful. For instance, when Mike Olpin, a previous captain, gave his comments at our banquet, the things that he said were pay for an ol' coach because you knew it came from the heart.

Success comes from commitment. Commitment is the key word. Your commitment is not only to yourself, but to your players. Coach them in the fullest sense of the word. Show them a better way to dribble. Show them a better way to control their tempers. Show them the meaning of dedication, loyalty and unselfishness. Show them that basketball is life, not just a game. It is what life is all about . . . to learn to be a better person, a better missionary, a better student. There is only one way I know how to coach this game and that is all the way.

Success is a singleness of purpose, and once you have agreed upon the price that you and your family must pay, you forget the price. It comes through first imagining that you are a success and then practicing toward that goal. See yourself winning. The scriptures tell us, "For as he thinketh in his heart, so is he." (Proverbs 23:7) The Lord wants all of us to be a success.



James (Jim) A. Spencer, Provo High School Coach
PHS 14-year record: 287 wins, 21 losses

Success is telling your boy . . .

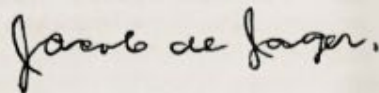
"I'm glad you're my son."

Success Thoughts

Success or failure is caused more by mental attitudes than by mental capacities.

As Latter-day Saints we know that we all have many God-given abilities, but that it is up to us to develop them with a positive mental attitude (PMA) in order that we may have success. We also know that at all times the Lord is at our side and wants each and every one of us to develop to our highest potential.

As a Latter-day Saint convert, I soon came to the realization that success is not only measured in salary, security and satisfaction (3 s) but also in Service, Sacrifice and Salvation (3 S).



Jacob de Jager
First Quorum of the Seventy

Since my heirarchy of values in life are:

1. Family
2. Church
3. Vocation

success is: an adequate balance between church service and vocational pursuits, assessed at frequent intervals, to assure family exaltation.

Since Family Exaltation is "ultimate success," service and vocation are essential ingredients to its accomplishment. Establishment of short range goals frequently assures ultimate long range goals ultimately. Goals are set just beyond our grasp, but within reach—always obtainable.

Robert C. Seamons, Mission President

Success Thoughts

I am reminded of my father's formula for success: He told me as a young man that success is a clear conscience.

One of my own measurements is the achievement of the impossible with the available means.

Another way to approach this might be for an individual to try to define success in his present circumstances. For example, as Conductor of the Tabernacle Choir, I would feel successful if I were to:

1. Perceive all the dimensions of the assignment.
2. Subvert personal desires and goals for the good of the assignment, without compromising my own standards.
3. Act vigorously, but only after careful planning and study.
4. Complete the requirements of the assignment without offending the individual or the community.

Jerold D. Ottley

Use these three keys for success:

- 1. Plan**
- 2. Perform**
- 3. Appraise**

Plan: goals, priorities, objectives, schedules
Perform: commitment, communication, delegation
Appraise: check progress, report, analyze

Make the
family home evening
your most important meeting.

Twelve Priceless Qualities of Success:

1. The value of time.
2. The success of perseverance.
3. The pleasure of working.
4. The dignity of simplicity.
5. The worth of character.
6. The power of kindness.
7. The influence of example.
8. The obligation of duty.
9. The wisdom of economy.
10. The virtue of patience.
11. The improvement of talent.
12. The joy of originating.

Marshall Field

Success can only be measured in relationship to the God-given potentialities that each of us possesses. Most people fall short of their potential success because they grossly underestimate their own potentialities.

First of all, success requires a deep and burning belief in yourself.

Secondly, success is planned and purposeful goal-setting and working toward these goals.

Thirdly, the end result must be evaluated not in what we have obtained in life, but in what we have given to the rest of the world.

I am sure that our Creator will not evaluate us according to the awards, medals, and honorary citations we have received, but we will be evaluated by the service we have rendered to mankind.

Clarence F. Robison

Clarence F. Robison, B.Y.U. Track Coach
1948 Olympic Team, 13 Conference
Championships, coached over 80 All-Americans

(Space for your favorite success thought)

I teach them correct principles
and they govern themselves.

Joseph Smith, Jr.

Success is. . .

making your home
a pleasant place to be.

No other success
can compensate
for failure in the home.

David O. McKay

Success is. . .

letting a child constantly know
how valuable he is.

Success Thoughts

I am sure in my own mind that the one business of life is to succeed, that God did not give us these magnificent brains, these miraculous personalities, and these wonderful physical qualities and then expect us to waste our lives in failure.

Amos G. Sibley

Many people fail because they conclude that fundamentals do not apply in their case.

M. L. Cichon

Success Thoughts

A few observations on what I feel success should mean to a member of the Church of Jesus Christ of Latter-day Saints:

To begin with, I will quote a comment made by a great American which I feel is relevant to this subject. In President Woodrow Wilson's book entitled *When A Man Comes To Himself*, he makes this statement: "A man comes to himself when he has satisfied his heart with the highest achievement he is fit for." I believe the measure of success of a member of the Church should be when he feels in his heart that he is living his life to the best of his ability in full compliance with all the principles of the Gospel, and when he has attained a level of accomplishment and achievement in his life's work, his business or profession that represents a full measure of his highest potential and hopes.

Here is another quotation from an individual whom I consider the most successful man America has ever produced. The Prophet Joseph Smith once said, "Man was created to dress the earth, to cultivate the mind and to glorify God." This succinct statement by the great Seer of the Latter Days really tells the whole story in those twelve words. I believe when the Prophet said, "to dress the earth," he meant that a man should direct his full energies, his faculties and his intelligence toward making a better world and in advancing the welfare and happiness of his fellow man. In the second part of the Prophet's statement, "to cultivate the mind," I believe he meant that a man should be continually improving his mind and growing in intelligence and knowledge throughout his life. The third and last part of the Prophet's concise statement, "to glorify God," represents, I believe, what should be the ultimate purpose in every man's life and work.

Since I have quoted President Woodrow Wilson and the Prophet Joseph Smith, I will also quote from another great man, my own father, Don C. Driggs. In 1929 when Father and my brothers and I first organized our company, Western Savings and Loan Association, Father gave this simple advice to us. Here are his words, "Now, boys, as we commence to build this family business enterprise, there are three things I want you to always remember—work hard, be honest, and don't learn any tricks."

We decided to adopt this three-point philosophy as the unwritten constitution for our business. Commencing with a paid-in capital of \$5000 in 1929, the company has grown in assets in forty-seven years to more than a billion dollars. We attribute a large measure of this success to the fact that we have endeavored to remain close to the Church, to honor our priesthood, and to follow the three-point admonition given to us by our esteemed father.

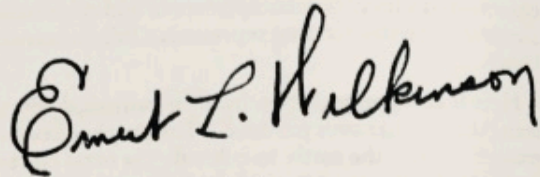
Douglas H. Driggs, Chairman
Western Savings and Loan

Douglas H. Driggs

Success Thoughts

To the Mormon, primary success in life means the raising of a family of children, all of whom are industrious, virtuous, and observe all the other Christian virtues. This means, on the part of the father, education, leadership, and moderate economic success.

While the latter is highly desirable, it is necessary only to the extent of providing for accomplishing the primary purpose. Unfortunately, wealth often defeats the primary purpose.



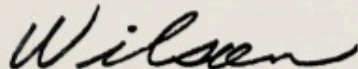
Ernest L. Wilkinson
Former President, B.Y.U.

My statement on success would be as follows:

"Success means happiness in your home, and enjoyment in your job."

CODE FOR SUCCESS

1. Find your own particular talent.
2. Be Big.
3. Be honest.
4. Live with enthusiasm.
5. Don't let your possessions possess you.
6. Don't worry about your problems.
7. Look up to people when you can—down to no one.
8. Don't cling to the past.
9. Assume your full share of responsibility in the world.
10. Pray consistently and constantly. (Conrad Hilton)



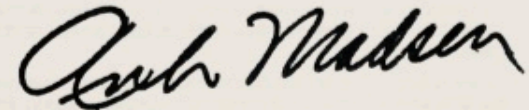
Wilson W. Sorensen, Former President
Utah Technical College, Provo, Utah

Success Thoughts

As I analyze my experiences, both joyful and sorrowful, with which the Lord has blessed me, and try to frame these experiences against the beautiful concepts of the Gospel, one Gospel phrase seems to answer the subject raised. It seems to me the following tells it all:

"For Mormons, success is to be in the world, but not of the world."

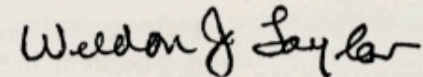
Of course, this statement carries with it all the attributes that we know are essential to success. That is, dedication, hard work, diligence, striving for the highest ideals, applying all the Gospel principles in our daily lives.



Arch L. Madsen, President
Bonneville International Corporation

I believe success is achieving a spiritual condition in one's life and work where one feels such a harmony with the creative forces of life that he identifies as an integral part of such forces.

Christ is the source from which such forces emanate. Responding to His light, means to be a partner with Him in the creative process. This identification results in a fullness of joy and is the very essence of success. (See D&C Section 88.)



Weldon J. Taylor, Dean Emeritus of
College of Business, B.Y.U.

Success Thoughts

The fairway is like the straight and narrow path. The better alignment you have helps to avoid a lot of potential problems, and the same principle applies to everyday situations.

A golfer can encounter many unexpected frustrations, and is not always able to control the circumstances affecting his game. This is why golfers' scores can fluctuate drastically. The same thing happens in life. All you can do is try to do your best to overcome obstacles as they present themselves and avoid discouragement or counter-productive attitude and behavior problems.

When things don't go as well as I would like, I walk off the course and stop thinking about golf, because I owe my family just as much effort in being a good husband and father as I try to be a good golfer in my professional life.

Golf isn't the most important thing in my life. Whether or not I shoot a 61 on 18 holes certainly isn't going to get me where I want to go, unless I do other things, too.

Discipline and knowledge are as important in life as they are to a golfer. The ability to control anger and disappointment is a vital lesson for any person to learn and apply in his life if he desires to live happily.

Knowledge and using it properly is an important element of success. Just as knowledge of the Gospel and commandments is a necessary prerequisite to salvation, so is knowledge a valuable asset in any activity in life.

To improve my golf, I have to always improve my knowledge and its application to the game.

Johnny Miller
Professional Golf Champion

**"What e'er thou art
act well thy part."**

David O. McKay's inspiration
from a building in Stirling, Scotland

Success Thoughts

Press on:

Nothing in the world can take the place of persistence.

Talent will not;

nothing is more common than unsuccessful men with talent.

Genius will not;

unrewarded genius is almost a proverb.

Education will not;

the world is full of educated derelicts.

Persistence and determination alone are omnipotent.

Calvin Coolidge

HOW TO BECOME A SUCCESS a la de Jong

As an administrator in post-high school education for over sixty years, I talked to numerous students on how to be a success. Nearly all of them expected me to tell them what sort of job paid best. But that is facing the problem from the wrong end. My advice to all was essentially this:

1. Find out what talent God, or Nature to some, has given you. Would you be happy if you worked mainly in that field? If you would, take the second step toward success.
2. Get the best kind of professional training available to develop your natural God-given talent. Stay with it! Don't give up!
3. Now go ahead and put your trained talent to work. Don't just talk about it—do it! Produce! Don't worry about pay. Good money always pays for expertise.

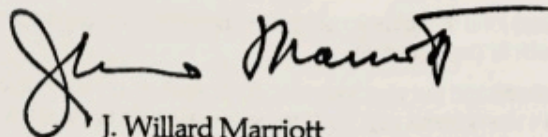
Gerrit de Jong, Jr.
Former Dean
College of Fine Arts, B.Y.U.

Don't just do your best—
get the job done!

Stan Watts

For Mormons, success is a combination of many things,
but a good character is the foundation of the kind
of success that will bring you real happiness.

Choose your friends wisely
—they will make
or break you.



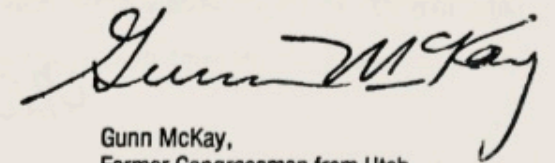
J. Willard Marriott
Businessman, Marriott Hotels

Success is learning to enjoy the time and associating with others—for people are the sum
of this world.

Success is having mastered one's self to the point of a positive satisfaction.

Success is being able to establish a set of priority values and enjoying living with those
priorities.

Success is when you've helped others and your only recognition is your joy within for them.



Gunn McKay,
Former Congressman from Utah

A pat on the back
is worth twenty kicks
in the behind.

Success Thoughts

These five principles of economic constancy, when followed, will bring financial security and peace of mind under any economic circumstance.

- Constancy #1 Pay an honest tithe.
- Constancy #2 Live on less than you earn.
- Constancy #3 Learn to distinguish between needs and wants.
- Constancy #4 Develop and live within a budget.
- Constancy #5 Be honest in all your financial affairs.

N. Eldon Tanner

N. Eldon Tanner

Determining six steps to successful budgeting:

1. What you owe the Lord.
2. What you owe yourself.
3. Fixed necessities.
4. Flexible necessities.
5. Reserves for future necessities.
6. Luxuries.

Success Thoughts

You cannot help small men by tearing down big men.
You cannot bring about prosperity by discouraging thrift.
You cannot strengthen the weak by weakening the strong.
You cannot lift the wage earner by pulling down the wage payer.
You cannot help the poor man by destroying the rich.
You cannot keep out of trouble by spending more than your income.
You cannot further the brotherhood of man by inciting class hatred.
You cannot establish security on borrowed money.
You cannot build character and courage by taking away man's initiative and independence.
You cannot help men permanently by doing for them what they could and should do for themselves.

Attributed to Abraham Lincoln

Success brings further success.
Work to get a number of
successes behind you.

Success for leadership is. . .
knowing the great art
of directing others
without their noticing it.

Don't Fail To Fail

Because we have failed, even a number of times, doesn't mean we are failures. Edison failed 14,000 times before he invented the light. What if he had given up just one short of that number? Failure is more often the learning experience. If we haven't failed, we haven't really tried. The secret is to see why we failed, what went wrong and to build upon the failure as a stepping stone to an even greater height.

Heaven is a place, but also a condition;
it is home and family.
It is understanding and kindness.
It is interdependence and selfless activity.
It is quiet, sane living; personal sacrifice,
genuine hospitality, wholesome concern for others.
It is living the commandments of God
without ostentation or hypocrisy.
It is selflessness.
It is all about us.
We need only to recognize it
as we find and enjoy it.

James W. Moore

A true secret of success
is this:
Make someone else happy.

The secret of success is
constancy of purpose.

Benjamin Disraeli

Read Moroni 10:4
of the Book of Mormon.
Do what it says
and then see how
you feel about it.

I remember as a young boy going to the Marriott Center to watch the BYU basketball team play. As I cheered with 20,000 others, I dreamed of a day when I might play on that same court.

To me each of those players was a success—thousands screamed their names and the sports pages were filled with their pictures. I admired one player above the rest—he was the team leader, a tremendous passer, and a master floor general.

That summer as I struggled to make myself into a basketball player, I met this great athlete whom I admired so much. He took a genuine interest in me and to my surprise treated me like a friend. It was amazing to me that a person so famous would spend time to help someone like me. Every time I saw him he had an encouraging word and a bit of advice to help me improve.

The next year my friend's basketball fortunes fell. Though the year before he had been a star, he ended his senior year on the bench. As I sat in the Marriott Center that year, the fans no longer cheered my friend, and I suppose many considered him a failure, but as I looked at him from my distant seat, I knew that he was a tremendous success.

He had won the private victory—he cared more for others than himself. I will never forget the kindness and respect my friend showed me. He taught me that the greatest successes are not to be found on a court before the world, but in the quiet of a man's soul.

Success is always a welcome friend.

The world's success
bursts through the front door with shouts, handshakes and smiles.

The soul's success
slips through a window and sits quietly in the back room.

The first soon leaves.
but the second—the private victory—lingers for a lifetime.



Devin Durrant

Perhaps *the most valuable result of all education is the ability to make yourself do the thing you have to do*, when it ought to be done, whether you like it or not; it is the first lesson that ought to be learned; and however early a man's training begins, it is probably the last lesson that he learns thoroughly. (Italics added for emphasis.)

Thomas Huxley

A fool wonders.
A wise man asks.

Know that . . .

Spending a thousand hours in learning good
is not enough.

But spending less than an hour learning evil
is far too long.

Success is . . .
being able to say,
"I'm proud of you."

Ask yourself. . .

What worth while am I doing with my life?
Am I always putting things off until later?
Am I making the best use of my time?

The best way to avoid temptation is to remove yourself from the conditions that may overcome your ability to resist.



In my profession as an engineering professor, success is measured in terms of published papers, in terms of prominence in your field, in terms of acquaintance with others of prominence. When I was in Washington, D.C. as a White House Fellow, I observed the people around me jockeying for a position in the government. Both in Washington and in the university environment, I have felt the urge to get ahead, to develop a close relationship with people of prominence.

I have far too little time for my job, for my church work, and for my family. I have been forced to set priorities.

I have been helped in the setting of priorities by the guidance of the Lord in scriptures and by inspired prophets. *It is clear to me that I must not fail at home. I must put my family first.* I must also put personal righteousness first. I do not separate this personal righteousness from my responsibility to my family.

Beyond these foremost responsibilities, I seek balance in Church responsibilities, in my responsibilities to my profession and to my community. The community does not make strong demands. I find that I must work at fulfilling responsibilities in that area. I find it impossible to do as much in these areas as I would like. Thus, I sometimes turn down opportunities to contribute in both my church and in my profession, so that I do not promise more than I can deliver. I would not want you to think that I do not contribute heavily to both. I do. But I wish that I had time to act on a long waiting list of responsibilities and opportunities in both areas.

A person can be a success in one area and not in another. In any given area success means that you choose to attempt only those things that are really worth doing, you do them well, and on the average the things you do have an impact for good. It is my responsibility as a son of God and as a bearer of the Priesthood to spend my limited resources wisely, to be sure that I am a success at home, personally as a husband and as a father. My second responsibility is to be a success in my personal dealings with my fellow man in my church, in my community and with my associates. My third responsibility is to be a success in my profession to the extent that my time permits. I find that I must constantly force myself to keep these priorities. Social pressures of my responsibilities to my employer constantly tend to make me feel that I must put priority three first.

I find that in order to keep these priorities, I must exploit myself ruthlessly. I must be very efficient. I must eliminate all wasted effort. There is no time for relaxing in front of the TV. I work on the subway. I dictate into my recorder in the car. I schedule appointments close together. I avoid excessive small talk in my work. By operating efficiently, I find that I can be successful in my profession and in the first two areas of priority.

Dr. C. Nelson Dorny,
Associate Professor of Systems Engineering,
University of Pennsylvania

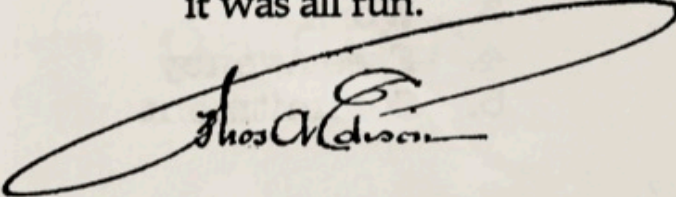
Encouraged people
achieve the best;
dominated people achieve
second best;
neglected people achieve
the least.

The secret of success
is doing well
the job close at hand.
David O. McKay

ATTENTION TO DETAIL

A success attitude:

"I never did a day's work
in my life—
it was all fun."



Thomas Edison

Success means
to give
the greatest gift of all —
the gift of love

**FIVE ESSENTIALS
OF SUCCESS:**

1. Self-discipline
2. Planning
3. Work
4. Free Agency
5. Commitment

Success In Two Words:

**MENTAL
TOUGHNESS**

**DO
THE
OBVIOUS**

PRESS
YOUR
ABILITIES

Success . . . often means . . .

putting your burdens
on the Lord

Anything good
does not just happen.
We must make it happen.

Success is . . .

telling people
they're special

The purpose
of the Gospel
is to bring
happiness.

A true success law:

Counsel with the Lord in all thy doings,
and he will direct thee for good;
yea, when thou liest down at night
lie down unto the Lord,
that he may watch over you in your sleep;
and when thou risest in the morning
let thy heart be full of thanks unto God;
and if ye do these things,
ye shall be lifted up at the last day.

The Book of Mormon
Alma 37:37

Success is giving balance to these areas in your life:

1. Self-development
2. Family
3. Daily work or schooling
4. Church
5. Public service
6. Personal recreation

Success is . . .
learning to play the game
—under pressure.

MY PERSONAL PURSUIT OF EXCELLENCE

I Will Strive:

1. to always hold a current temple recommend.
2. to remain morally clean and value a virtuous and chaste life.
3. to remember the Sabbath Day and keep it holy.
4. to live and observe the Word of Wisdom.
5. to be a full tithe payer.
6. to continue my practice of daily personal prayer.
7. to be honest in my dealings with my fellow men.
8. to make my word my bond.
9. to honor the Priesthood and Womanhood.
10. to sustain the general and local authorities of the Church.
11. to prepare myself to be worthy of future callings that may come into my life.
12. to never turn down a church calling that is given to me by proper church authority.
13. to do my duties in the Church, to attend my Sacrament, Priesthood and other meetings.
14. to continue my study of the scriptures to increase my knowledge and wisdom of the Gospel.
15. to be married in the temple and to attend the House of the Lord frequently and renew my covenants.
16. to show greater love for my family as we build for eternity.
17. to maintain a personal appearance of good grooming that will be a credit to my mission and my church.
18. to continue my pursuit of knowledge so that I might be better qualified for my chosen vocation.
19. to be of service to my fellow men—realizing that the rent I pay for being on this earth is the service I give to others.
20. to carry with me the missionary spirit and bear my testimony frequently to help interest and strengthen others in the Gospel.
21. to show by what I do, by what I say, and by how I live, my love for my Lord and Savior, Jesus Christ, that I may carry with me the image of a Latter-day Saint that will be a credit to my mission service and to the California Sacramento Mission.

President E. LaMar Buckner of the California Sacramento Mission submits the above as the missionaries' objectives after they leave the mission field.

E. LaMar Buckner

Success is. . .

taking the time and the opportunity
to enrich our lives with
beautiful music, art and good books;
and experiencing personally
the wonders and intricacies of the world
which surrounds us and the galaxies beyond.

President Eisenhower's success formula:

“Do your best;
get some fun out of life every day;
put your trust in God.”

Do you let things
get in your way?
Or do you make a way?

If a reward is tangibly real enough,
a person will work harder
to receive that reward
than he will
to avoid punishment.

Success to me is a very individual thing which cannot be accomplished alone. It seems to be one of the paradoxes of the Gospel, in that true individual success depends on relationships with our fellow beings. For example, in athletics, I strive for individual success by being the fastest runner in a race. Some would term the victory of that race a success, but the real success comes from the impact your life has on others. If through your efforts, people are motivated to excel, then you are successful. I considered being a finalist in the Olympics a great accomplishment, but it has not a place in an eternal perspective if it fails to motivate others to come closer to our Father in Heaven.

Success is when we are moving forward in our march to exaltation. When we are standing still or moving backwards, then we are falling. Therefore, to me, true success comes only in an eternal frame of mind. The earthly successes many times turn out to be failures in an eternal perspective.

Success to me requires a well-defined game plan which is followed through. The people that succeed are highly motivated and dedicated. Their goal is constantly in vision, and they will sacrifice anything that interferes with achieving that goal.

Henry Marsh

Henry Marsh
National and Pan Am
Steeple Chase Champion

There is no greater waste
than to set to work
without a plan.

Make no little plans.
There is nothing in little plans to stir men's blood
Make big plans.
Once a big idea is recorded,
it can never die.

Daniel Burnham

To be what we are,
and to become
what we are capable of becoming
is the only end
of life.

Robert Louis Stevenson

Progressive success. . .

The first of each month
write down your short, medium,
and long-range goals in life.
Indicate when you anticipate fulfilling them,
and then complete them systematically.

And, if you keep my commandments
and endure to the end,
you shall have eternal life,
which gift is the greatest gift
of all the gifts of God.

D. & C. 14:7

We can do anything
we want to do
if we stick to it
long enough.

Helen Keller

The greatest waste in all the world
is living below our potential.

Harold B. Lee

Winston Churchill's consideration of success:

**Never!
Never!
Never give up!**

Success Thoughts

Success is having your daughter say,
"Daddy, I love you."

Success is having your son ask,
"Dad, come and throw the football with me."

Success is knowing that your wife (or husband)
thinks you are the greatest.

Success is setting a goal and achieving it.

Success is magnifying your calling.

Bob

Robert J. Parsons, B.Y.U.
Assistant Professor Economics
Outstanding Young Men of
America Award

To me, success is one's ability to keep the faith, develop his
God-given talents, and be able to honestly say at the close
of life, "the world is a better place because I have lived."

Belle S. Spafford
Former President of the Relief Society
Former President of the National Council of Women

Belle S. Spafford

Success Thoughts

To me, success is to triumph over all enemies in this life and to
achieve Eternal Life. And the enemies are many. They include
doubt, discouragement, fear, ignorance, death, selfishness,
laziness, hate, impatience and numerous temptations.

In general, success is applying one's self, keeping the
commandments of God and enduring to the end!

Mark Eubank

Mark Eubank
Chief Meteorologist KUTV

**Sin is really
only sadness
in disguise.**

If you really want
to learn something,
you study
—then apply it.

Give a man a fish and he'll live a day.
Show him how to fish,
and he'll live a thousand years.
Chinese Proverb

A brief moment of insight
is better than
a lifetime of drudgery.

Oliver Wendell Holmes

Don't read good books.
Read the best.
Life's too short.

WHAT I CONSIDER TRUE SUCCESS

As a boy, my father taught me that there was no corporation, organization or institution in the world that would pay me as great dividends on the investment of my time and my talents and my means as the Church. This came home forcefully to me here a time back when one of my rich friends, worth millions of dollars, said: "LeGrand, I would trade you all my money for your Church experience," to which I replied, "Yes, but I wouldn't trade you. You can't take your money with you when you go, but I can take my experience."

When I was eight, my father, who had just recently been ordained a patriarch, gave me my blessing. Among other things, he said that I had not come here upon earth by chance, but in fulfillment of the decrees of the Almighty to accomplish a great work, and then he defined that. All my life, I have prayed that if I didn't come by chance, that the Lord would help me to accomplish what He sent me to do, so that when my mission here on earth was completed, he wouldn't have to say to me: "This is what we sent you to do, but you failed and we had to raise up someone else to do your work for you."

True success to me is to accomplish the purpose for which the Lord sent me upon the earth.



LeGrand Richards
The Quorum of the Twelve

The following ideas are meaningful to me and express some concepts that are providing me with direction in my life:

I believe that success is measured not in money, power, or position, but in how well we serve others. Service stops selfishness and secures success.

I also believe that success is a fleeting thing and must be recaptured every day. Each day is "double or nothing." Past successes can be lost quickly if we rest on our "press clippings." The game is not over and the score final until Death blows the whistle. Success in its final sense cannot be achieved until we hear the Lord say, "Well done, good and faithful servant. Enter into thy rest."

I believe that success is not only measured in how hard we try, but in how long we keep trying. We do not fail until we give up. Fighting one more round—taking one more step—tackling one more problem—taking one more breath—trying one more time is success.

I believe that:

Success is turning from darkness to light.

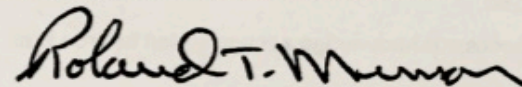
Success is lighting the path for a neighbor to lead him to the gospel.

Success is gaining a deep and unshakable conviction that you are a child of God and that He loves you.

Success is listening with compassion to a wayward or rebellious son or daughter and being able to communicate your love to them.

Success is when you choose to use the power that is within you; for within each of us is a God in embryo.

And finally, the person who succeeds is the one who discovers the cost of a round-trip ticket back to our Father in Heaven and then pays the price.



Roland T. Minson
1951 NIT MVP
B.Y.U. Athletic Hall of Fame

Treat every person
as though he were the most
important person you know.

Your Four Most
Forceful Personal Capabilities:

Ponder,
meditate,
pray,
... and listen.

A rule of success for any leader is . . .

Make
Exciting
Things Happen!

Life's greatest events
are not our noisiest,
but often our stillest hours.

The Lord's Plan For Success

The Lord gives us a plan to follow.
It is outlined in His commandments.
And all those commandments
are designed to build stability within us.
We are not to excuse our failures and weaknesses:
We are not to say we are made the way we are,
And thereby justify our sins.
The Lord expects us to rise above our weakness,
become strong,
and pattern ourselves after Him.

The Deseret News, Church Section, 1952

Success to me is having my loved ones all remain close to God and be worthy of the constant companionship of the Holy Ghost.

Success is to have the love and respect of my family and friends.

Success is to have sons and daughters who are praised of men and acceptable to God.

Success is knowledge accompanied by true humility.

Donna

Donna O. Brock
A Utah Mother of the Year

A most important key to successful leadership is . . .

your ability to direct and challenge the very best that is in those whom you lead.

The first principle of success is this:

Seek ye first the Kingdom of God, and his righteousness;
and all these things shall be added unto you.

New Testament
Matthew 6:33

And also consider this:

Seek not for riches,
but for wisdom,
and behold,
the mysteries of God shall be unfolded unto you,
and then shall you be made rich.
Behold, he that hath eternal life is rich.

Doctrine & Covenants 6:7

**Ten Success Qualities
Most Wanted By Business Leaders:**

1. Ability to lead and communicate with others.
2. Ability to compete.
3. Ability to plan and schedule your activities.
4. Versatility in your dealings.
5. Loyalty to your business.
6. Responsibility for time, money, property and opportunities.
7. Honesty in all things.
8. Truthfulness.
9. High moral character.
10. Adaptability to mental and physical pressures with the ability to bounce back.

Successful Teaching:

No one can change another person's beliefs.
But you can accept his beliefs
and then slowly build an influence
for the other person to change himself.

When you smile,
people are drawn to you.
When you frown, you repel them.

Of success Lincoln wrote:

**"I will study and prepare
and perhaps my chance will come."**

He can
who thinks he can.

Heber J. Grant

Learn three vocations
for your lifetime.

One year in high school our football coach enrolled all the team members in a motivational "positive-thinking" seminar for a weekend. Eight years later the concept of perceiving my discouragements and frustrations as *temporary setbacks* has proven to be the most beneficial idea presented during those two days.

It seems failures of any degree have a way of creeping into our minds and causing us to doubt ourselves. In most instances we are our own worst critics. This doubting reduces our optimism about our abilities to succeed in the future and, therefore, reduces the probability to do so.

By maintaining the conviction that *setbacks will be temporary, regardless of their severity*, our ability to cope and work through disappointing situations will improve. And, also, we increase the likelihood of reaching the goals we have set for ourselves.

Marc Wilson
Former B.Y.U. Quarterback
National Offensive Champion and
Consensus All-American Quarterback

Marc Wilson

For Mormons, success should be measured by the extent to which one lives up to his ideals and convictions without becoming intolerant of the beliefs and views of others. Integrity is one of the highest virtues a person can possess and service to others one of his most valuable attributes.

To a Mormon, one's attitude toward education is of prime importance, and he should never cease his search for truth.

No matter how much we learn, there is always more knowledge to be gained. In this connection I am reminded of a short poem that has been kept constantly in my mind over the years. It reads as follows:

I used to think I knew I knew.
But now I must confess.
The more I know I know I know
I know I know the less.

A. Ray Olpin
President Emeritus
University of Utah

A. Ray Olpin

Wickedness
never was happiness.

The Book of Mormon
Alma 41:10

A rule of success for any leader is . . .

Make
Things
Happen!

Find a meaningful need
and fill it better
than anyone else.

To understand yourself
is the key to wisdom.

Confucius

You become like
those whom you idealize,
admire and follow.

A reputation is the reward
for what one achieved yesterday
— but it has to be earned again
today and tomorrow.

The human body is sacred—
the veritable tabernacle of the divine
spirit which inhabits it.
It is a solemn duty of mankind
to develop, protect and preserve it
from pollution, unnecessary wastage
and weakness.

Stephen L. Richards

Success is still. . .
the constant application
of the Golden Rule.

Success Thoughts

To me success would be to be able to do
your very best in everything you do.

Paul Cummings

Paul Cummings
NCAA Champion
World Class Middle Distance Runner

Successful men are influenced by the desire for pleasing results. Failures are influenced by the desire for pleasing methods and are inclined to be satisfied with such results as can be obtained by doing things they like to do.

The common denominator of success—the secret of every man who has ever been successful—lies in the fact that he formed the habit of doing things that failures don't like to do.

Albert E. N. Gray

Success Thoughts

Success is not measured
in achievement of goals,
but in the stress and strain
of meeting those goals.

Spencer W. Kimball

We don't want to do anything
unless we think it's our best.

The Osmond Family

Remember Successfully

To remember anything it must be associated
with something you already know.

You must see it in your mind.

Create action and detail to improve the image.

It should be like, near or opposite
that which is to be remembered.

Nobody's a zero,
unless
you make him such.

When you fall,
LEAP to your feet
and try again.

Nadia Comaneci

A Successful Life?

How much worthwhile learning have I acquired?

How much good have I effected?

When on the brink of complete discouragement, success is discerning that . . .

The line between failure and success is so fine that often a single extra effort is all that is needed to bring victory out of defeat.

Elbert Hubbard

Success is . . .
filling these L.D.S. goals:

1. Being baptized and confirmed into the Church.
2. Accepting and honoring the Priesthood.
3. Receiving a patriarchal blessing and seeing it come to pass.
4. If called, filling a mission.
5. Being worthy, marrying and being sealed in the Temple.
6. Raising a righteous family in the Gospel.
7. Keeping the commandments.
8. Working to complete your genealogy.
9. Seeking and attaining the Celestial Kingdom.

Success
is giving
your wife
and your children
a hug everyday.

Success is . . .
not being better than our neighbor
but being better than ourselves.

Success in marriage is remembering this:

It isn't giving 50-50 that's important;
it's giving 125-125.

Success for ourselves
and for others
who share this country
means seriously upholding
and carefully guarding
our precious rights and freedoms
through being aware citizens
in this land
which is choice
above all other lands.

D.L.O.

Success is . . .
receiving a
patriarchal blessing;
understanding it,
and fulfilling it.

Successful steps to a problem solution:

1. State the problem on paper.
2. Gather and list all available information: obstacles, idea sources, people, alternatives.
3. Sort, arrange and categorize.
4. Interpret and visualize alternative results.
5. Select and pursue the best course of action until proven.

Successful Problem Solving:

1. Identify.
2. Gather data.
3. Test possible solutions.
4. Select best possible solutions.
5. Put solution into action.
6. Monitor and improve on it.

USAF

**Men do not fail,
but often, rather,
they simply quit trying.**

The Church is more stable than government.
Stay close to the Church.
Learn to live economically and minimize your dependency
on the dollar and the need for money.

William F. Edwards
Former Financial
Vice-President of B.Y.U.

An Unfailing Success Plan

At each day's end write down the six most important
things to do tomorrow;
number them in order of importance,
and then do them.

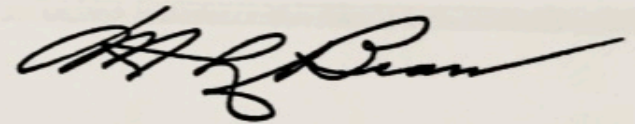
Few people succeed
at anything
unless
they enjoy it.

Success means. . .
filling our potential
and nothing short of it.

I have felt for a long time that a successful man should have just a few solid ideas or things to achieve in his life.

I have always said there isn't much you can leave to your children more than an education coupled with a way of life that is meaningful to our Church and the nominal amount of capital or a base on which the recipient can operate. I have seen too many individuals go through a lot of money in a hurry and the fact that they inherited money did not, in any way, at least a material way, guarantee their success even financially. Therefore, I have set a goal of having my children educated properly, giving them a good home and strong Church affiliation for a background, and I am leaving them with substantial capital to get started.

If there is any one axiom that I have tried to live up to *in trying* to become successful in business, it is the fact that I have tried to surround myself with associates that know more about business than I do. This policy has always been very successful and is still working for me.



Monte L. Bean
Founder and owner of a number
of chain stores in the Northwest

There is a fundamental law that the tissue of the human body will waste away through idleness and disuse. Conversely, muscles and vessels that are stressed grow and increase in capacity. This same basic law also applies to spiritual growth in either of these areas and can be achieved only by continual nourishment and effort in day-to-day living.

Clarence F. Robinson

**Broaden your vision;
lengthen your stride.**

Spencer W. Kimball

**In your responsibilities,
be in the right place,
at the right time,
doing the right.**

**Success is . . .
picking yourself up more times
than falling down.**

Paul H. Dunn

Success Thoughts

As I have thought about it, there are many things that contribute to success, but in my case, I'm sure that lots of prayer and hard work are the things that have helped me the most, plus some talent that the Lord so generously gave me.

I don't know how to write things in a very profound manner, but I have come to realize how important things like self-discipline and concentration are, but always coupled with sincere prayer. I suppose the thing that causes the greatest failure or lack of success is procrastination, lack of self-discipline and concentration. However, I have found that when the Lord is with you, you seem to succeed, no matter how lacking you may feel in your own abilities or confidence.

So then: a key to success is self-discipline, concentration, coupled with earnest and humble prayer.

An audience can always spot a phony! If a person is very talented but only gives a small percentage of his or her ability, an audience notices that and is let down. On the other hand, if a person is less talented, but gives 100% effort, an audience is quick to sense that, too, and appreciates it. A combination of fine talent and 100% sincere effort produces great results.

The scriptures tell us that "Faith without works is dead." We might add that works without faith are meaningless. Faithful and humble prayers are pleasing to the Lord and combined with sincere and constant effort lead to success in all phases of life.

Success comes from serving others and forgetting one's self.

There are many ways to gain success, but to me prayer and work are the main ingredients. I wrote a song once called "Count On Me" and if I could progress to the point where the Lord could always "Count On Me," then I would consider myself successful.

Jane Thompson
B.Y.U. Entertainment Division

Success Thoughts

A champion swimmer does not make gracefulness his whole goal. The finish line is won as dearly by the spirit. It is the spirit that propels the body. It is caring—and caring enough to stay in the water and make the most of preparedness; caring enough to combat lethargy, weariness, to endure unbelievable pain.

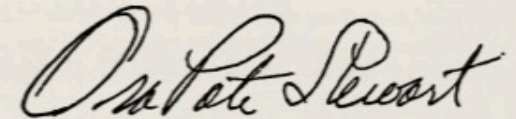
There is no way to describe the work, the devotion, the pain that goes into championship. The difference between success and mediocrity is work. How is dreaming of success before it comes like basking in success after it has been achieved? Neither can really amount to much. Dreaming and basking are comfortable rocking chair words. One is not yet employed and the other is already retired. All they represent is the beginning and the end. The infantile and the senile. All the work bustles in between.

There was never a champion who did not earn his medal. Those among us who are not champions are the ones who have not worked to champion requirements and molded ourselves into champion shape. This is a justice which will not be cheated.

Rick (Richard Millard) Rameson, rated as one of the top fifteen swimmers in the world, has a formula for success that will serve him throughout his life, in his business and professional activities, and in his spiritual and intellectual pursuits. He has recorded it for his posterity in his life story that he is preparing, and he is willing to share it:

"I am convinced that if a person really has the feeling that he can succeed, then that feeling will compel him to do the work necessary to achieve the success to which he aspires."

Let us all find this feeling that we can succeed in living a moral life, and find the courage and stamina to do the work necessary to achieve it, and make ourselves graceful champions of the faith and works that we champion.



Ora Pate Stewart
L.D.S. Author and Poetess

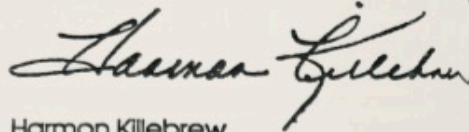
Success Thoughts

The question, "for Mormons, Success Is . . ." is not an easy one to answer.

I spent twenty-two seasons playing professional baseball. Naturally, success in that field is measured by batting averages, number of homers and RBIs, fielding averages, ERAs and other statistics.

Fame, notoriety and the bright lights fade quickly.

To me, true success in life would be to develop both physically and spiritually to our fullest and to ENDURE TO THE END!!



Harmon Killebrew
Former Professional Baseball Player

**We must be stronger
than the things
which are against us.**

Success Thoughts

For Mormon mothers, I believe success will be measured by the accomplishments of her family. Has she helped her husband to feel rewarded in his daily work? Has she allowed him the honor of leading his family? Has she worked with her husband to keep God's commandments?

Has she helped her children to feel worthwhile? Has she taught her children to be responsible, respectful, and grateful? Has she helped them to develop their skills and talents? Has she shown them love for all people? Do her children seek guidance in their daily affairs from our Heavenly Father?

If her family honors God and Country, and has pride in its accomplishments, I think this mother is successful.

Florence T. Britsch, A Utah Mother of the Year

"For Mormons, Success Is . . . recognizing where our talents, gifts and attributes come from—then always giving the Lord the credit. In this way it is possible to stay humble and successful at the same time.

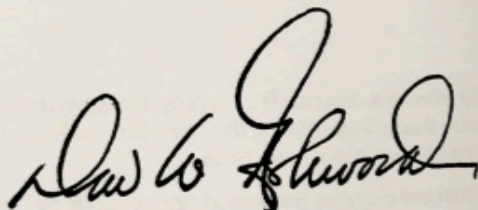
Success and glory (as the world understands it) is very addicting, but for someone whose satisfaction comes from doing the Lord's will, the true understanding of success is comprehended.

As President John Taylor so beautifully stated (July 7, 1878), "We are here as Jesus was here, not to do our own will, but the will of Him who sent us." The most successful experience in life is to find out His "will" for our individual lives and do it, thus fulfilling the measure of our (personal) creation.

Rose Marie Reid, Businesswoman, Swimsuit designer

I believe that success is the ability to examine one's life and to feel reassurance by the Spirit that you are on the right road. In the Old Testament there is a scripture which is often misquoted that states, "for as he thinketh in heart, so is he." I feel confident and have this confidence reassured each day that an individual's potential is only limited by his own thoughts and aspirations.

Too often we as Mormons would say, "What is success?" and would readily answer that success is attaining the Celestial Kingdom. Such a statement as this gives very little guidelines in which to work. A better goal would be a day-to-day evaluation of your life to see how close you are attuning your life to that of the Savior's. Such an approach would affect not only your business life, but also your personal life and your association with your friends and family.

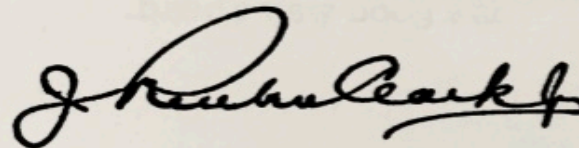


Don W. Ashworth
State Senator
State of Nevada

He that is ordained of God and set forth,
the same is appointed to be the greatest,
notwithstanding he is the least
and the servant of all.

Doctrine & Covenants 50:26

It's not
where you serve,
but how.



Intense motivation
is a more important commodity
than talent.

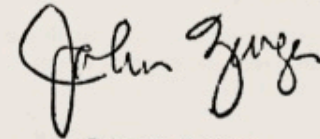
“Do it today,” is a good rule,
but the man who can say,
“I already did it yesterday,”
is a good way ahead.

John Gardner suggested that his definition of success was, “the successive attainment of worthwhile goals.” I have found no better definition than that.

The Mormon contribution is in expanding what constitutes worthwhile goals. I think we have been at the cutting edge of influencing our society to see that spiritual and family goals are more important than material success. Recent studies published by the American Management Association under the title of “The Changing Definition of Success in America,” supports the idea that those who manage our large business institutions are really changing their values to emphasize non-materialistic goals.

I have worked with many successful businessmen—presidents and top executives of the largest corporations. I have never heard any express regret at having not spent more time in his business. I have heard countless executives lament over the foolish way they devoted their lives to their corporate positions at the expense of their family and spiritual growth.

So, my conclusion is that our Church’s encouragement to develop a healthy balance between family, intellectual, spiritual, professional, civic, and avocational interests is wise counsel, because those who are truly successful have not pursued power and money in a way that prohibited their being able to achieve success in the other realms of life.



John H. Zenger
B. Y. U. Magna Cum Laude
Vice-President Syntex Corporation

THE LORD'S FORMULA FOR SUCCESS

"Search diligently, pray always and be believing, and all things will work together for your good, if ye walk uprightly and remember the covenant where with ye have covenanted one with another." Doctrine & Covenants 90:24.

A long-standing criterion for a successful individual is:

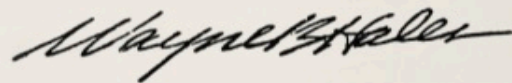
"One who does what he likes to do well enough that society will pay him well enough to keep him out of jail and the poorhouse."

A Simple Code For Living. . .

You are the descendants of great and good forebears. You will be the ancestors of generations to come. Are you willing to live upon the glories of the past, or are you going to make significant contributions to the beauty, goodness and truth of the future? That all depends upon you, how well you:

1. Develop and use the God-given talents with which you were born and give creative and enduring service to your God and your fellow men.
2. Honor and cherish the blood and the name which your parents gave to you and pass them on to your children, untarnished by the sins of the generation through which you pass.

Then the future will rise up and call you blessed and you will inherit an immortality which is real and of great worth.



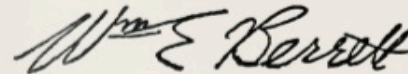
Wayne B. Hales,
Professor Emeritus, Dean Emeritus,
Former Stake President, B.Y.U.

I have always liked the Prophet Joseph Smith's definition which, summarized, is that success is finding eternal happiness. To quote Joseph Smith:

"Happiness is the object and design of our existence; and will be the end thereof, if we pursue the path that leads to it, and this path is virtue, uprightness, faithfulness, holiness, and keeping all the commandments of God."

For another definition, I would say, "For a Mormon, success is finding joy in giving service and to have developed the principle of revelation so as to feel the guiding hand of God in so doing."

I have also long enjoyed Kipling's definition of success as set forth in his poem "If" and have felt that to the ending "you'll be a man, my son" should be added the words, "and a good Latter-day Saint."



William E. Berrett,
Professor Emeritus of
Church History and Doctrine, B.Y.U.

We become
what we do.

Napoleon's three rules for any message:

1. "Be clear!"
2. "Be clear!"
3. "Be clear!"

. . . or Emerson's advice:

"Simplify." "Simplify." "Simplify."

Challenge people to
do things for themselves.

And behold,
all that he requires of you is to keep his commandments;
and he has promised you that if ye would keep his
commandments ye should prosper in the land;
and he never doth vary from that which he hath said;
therefore, if ye do keep his commandments
he doth bless you and prosper you.

The Book of Mormon
Mosiah 2:22

Do the very best you can.
Someone will notice.

Success
is not a destination,
but a journey.

Success is. . .
the on-going completion of many small
steps and accomplishments.

Go My Son

Go my son,
go and climb the ladder,
go my son
go and earn your feather,
go, my son,
make your people proud of you.

Work, my son,
get an education,
work my son,
learn a good vocation,
then climb, my son,
go and take a lofty view.

From on the ladder
of an education,
you can see
to help your Indian nation,
then reach my son,
and lift your people up with you.

The Indian theme song of
The Lamanite Generation by
Carnes D. Burson and
Arlene Nofchissey Williams

Talking down to people
never produces greatness.

Success
is using wisdom
in all things.

I have been asked many times to tell students or others what I attribute my success to. Such a leading question presumes I have been successful. I have really never known a good definition of success, since the term seems to depend on an individual's values.

Success always reminds me of a quote from Pope:

"Hills peep o'er hills,
And alps on alps arise."

Every person is entitled to form his own opinion of success or what makes a person "successful." Generally, it will depend on what that person considers important, or in other words, where values are placed.

"For where your treasure is,
there will be your heart also."

It is reasonable, therefore, for an individual to measure his or her success in life in terms of how well goals, ambitions, and desires are realized as to whether they are righteous, worthy, and beneficial to our fellow men. In other words, whether they are eternal values.

For my part, I feel "successful" when I am doing my very best in a worthy and noble endeavor, whether in the end the effort brings the results or profit others expect or desire. Achieving brings more real satisfaction than to have achieved. A feeling of inner peace, of joy and real happiness comes when one is anxiously engaged in a good cause—in the service of our Father in Heaven and one's fellow men. That is success!

David M. Kennedy

David M. Kennedy
Former Treasurer of the U.S.
Special Representative of the
First Presidency

DAVID O. MCKAY'S TEN RULES OF HAPPINESS

1. Develop yourself by self-discipline.
2. Joy comes through creation—sorrow through destruction. Every living thing can grow: Use the world wisely to realize soul growth.
3. Do things which are hard to do.
4. Entertain upbuilding thoughts. What you think about when you do not have to think shows what you really are.
5. Do your best this hour, and you will do better the next.
6. Be true to those who trust you.
7. Pray for wisdom, courage, and a kind heart.
8. Give heed to God's messages through inspiration. If self-indulgence, jealousy, avarice, or worry have deadened your response, pray to the Lord to wipe out these impediments.
9. True friends enrich life. If you would have friends, be one.
10. Faith is the foundation of all things—including happiness.

**If you fold under petty things now,
how are you going to react when
something really big comes along?**

**Success is . . .
raising up great
spiritual leaders.**

**If you really want
to do something,
you'll find a way.**

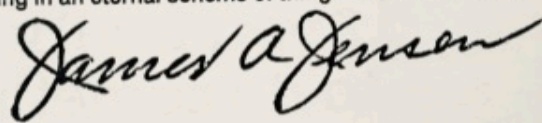
Success Thoughts

I suppose many Church members have their own point of view on the meaning of "success" and so I have mine. My view is blinded by that incomprehensible essence called "time" as I struggle to comprehend the vast reality of space and the meaning of eternity. One of the windows through which I project the frail beam of mortal understanding looks out upon the tangible record of earth's history. Mountains and valleys, there it is. Daily I sweat and stumble through this exciting record. It is preserved in the three-dimensional harshness of volcanic and sedimentary rocks. This record represents some kind of "time" but of what understanding?

Does it represent the mortal time-sense I know which is measured by the length of my ancestors' skeletons stretching backward into the immediate oblivion of yesterday? The warm cheek, a moment's pause, and then the cold grave—that is the time I can measure. Or is earth's history measured by some eternal clock we are presently unable to comprehend? I live by laboriously prying open the stony pages of earth's preserved record. This tangible history has been twisted, bent and thrust up into vast tortured layers of fact. The thickness of some layers can be measured in terms of miles! What kind of "time" do these realities speak of? Are they in any way units of some sort of success? In all things, only the passing of "time" allows "success" to occur. The word "success" may imply prior planning and much effort, but "time" must pass so things can happen.

From my view of the Gospel, SUCCESS is not a destination or a resting place to be sought, but instead, it is a continual struggle for truth and perfection in all things. Only the Gospel—not the philosophies of men—provides me with the ability to comprehend success in dimensions of eternal *time*.

I want to know the kind of time that produced the reality of earth and its marvelous record. I want to participate in *that* kind of "success." For me Success is simply the privilege to continue *being* and doing in an eternal scheme of things and that I desire most of all.



James A. Jensen
"Dinosaur Jim"
Curator of Geology, B.Y.U.

Success Thoughts

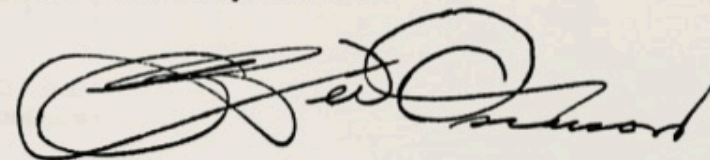
Before becoming a mission president, I was a pilot in the U.S. Air Force. Pilot training was extremely difficult, with only approximately 40% of those who entered finally obtaining their "Silver Wings." Some very smart and capable young men didn't make it. The main difference that I could see between them and those who succeeded was desire. Those who wanted to fly badly enough made any sacrifice necessary in order to achieve their goal.

My philosophy then was the same as it is now. Anything, including Celestial Glory, is obtainable if we are willing to put forth the effort and make the sacrifices necessary to achieve it.

G. Sterling Nixon, Mission President

As my definition of success, I offer the following:

1. Success is finding a way to contribute a useful service or a useful product that makes life better.
2. Success is to have numerous adventures which enrich the mind and the spirit, requiring cooperative involvement in church and community.
3. Success is to have the love and respect of your family and neighbors.
4. Success is being able to live comfortably with one's self.



Roy W. Oscarson, President
Edison Brothers Shoe Company

Success Thoughts

There are three basic relationships, the strength of which constitute success me. Those relationships are:

1. with self
2. with others
3. with the Lord

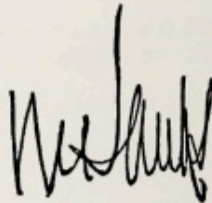
Each of these relationships involves standards and measures of considerable content. To spell them out is beyond my present purpose or capacity.

I will simply say that unless one feels good about himself—his purposes, plans, efforts, contributions—he cannot by any sensible measure be a success. A good conscience is to be prized above all else in relationship with self.

One cannot really feel good about himself unless his relationships with those dearest to him and with other human beings is wholesome and sound and based on integrity to one's own principles and respect for those of others. Consequently, my relationship with my family and my fellow men is one of the indispensable indicia of success to me.

Good conscience and happy relationships with loved ones and others are not really possible without a friendship with the Lord and companionship with His Spirit. To be worthy to be a friend of Christ is really my most exalted ambition, and I still speak of it reticently because it is too personal to be discussed.

In these relationships are my own measures of success. Obviously, there is no point at which one with my limitations could conceive himself to be a success by those standards. I am content to announce that I believe I am learning.



Marion D. Hanks
First Quorum of the Seventy

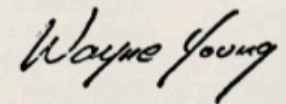
Success Thoughts

My definition of success, that is one of the most difficult questions I have ever been asked, but here goes.

I think that for members of the Church of Jesus Christ (actually for everyone, but particularly for members of the Church) the ladder of success is hung horizontally rather than vertically. That the goal is not climbing to the top (there is no top to a horizontal ladder) but rather to hang on until the end is reached (endurance to the end, etc.).

It isn't the competitor who gets the quick start or finishes the race first who really wins, but it is the competitor who finishes without breaking any of the rules.

I feel that in life it is having a dream, a goal, and that it is reaching for, working towards, and sweating and hurting to acquire that goal which constitutes success. The road and the effort put forth toward achieving the goal at the end of the road is what success really is. There is not a happier man, and therefore a more successful man, than one who is actively traveling the road toward a goal which he believes in, is ready to fight for, and willing to give his life for.



Wayne R. Young
B.Y.U. NCAA Gymnast
United States Olympic Team

Six words for success:

Know thyself

Control thyself

Give thyself

Paul H. Dunn

For behold,
it is not meet that I should command in all things;
for he that is compelled in all things,
the same is a slothful and not a wise servant;
wherefore he receiveth no reward.
Verily I say,
men should be anxiously engaged in a good cause,
and do many things of their own free will,
and bring to pass much righteousness;
For the power is in them,
wherein they are agents unto themselves.
And inasmuch as men do good
They shall in nowise lose their reward.
But he that doeth not anything until he is commanded,
and receiveth a commandment with doubtful heart,
and keepeth it with slothfulness
the same is damned.

Doctrine & Covenants 58:26-29

Success is. . .

doing something you enjoy doing;
doing it well;
and having people appreciate you well
for doing it.

**Get a vision
of what you want
and then be willing
to pay the price.**

L. Jay Silvester
World Discus Champion

Anyone who stops learning is old,
whether this happens at twenty or eighty.
Anyone who keeps on learning
not only remains young
but also becomes constantly more valuable.
Harvey Ullman

For Mormons, success is living up to the covenants and promises I have already made.
Their truth is known so I must obey to have happiness and success.
Through disobedience I will find failure and unhappiness.

Paul R. Cheesman
Associate Professor,
Ancient Scripture, B.Y.U.

It is better
to build a man
than a mansion.

This is success to me:
When I pass from this scene,
my sole concern is that I want
to be proud of each of my four sons.

D.L.O.

Success Thoughts

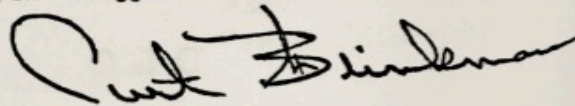
Set aside one day
and say,
"This day,
for twenty-four hours,
from beginning to end,
I will do the very best I can
in everything I try to do."
Try it today.

My ideas of success, I believe, fit in among many people's ideas. Most success oriented people are those who really want something or have a firm conviction of its truthfulness. These people give their all in trying to be successful, and they can usually say they are satisfied with themselves and their successes.

Success isn't necessarily the giant, monumental occurrences, which of course it can include, but success can be gained in the small everyday things, like reading scriptures daily, or making a new friend. Little things make success, too.

As for me, any amount of success I may have gained has been through considerable amount of help from others who have loved me or cared about me enough to help me succeed.

Sweet success makes every bit of struggle worthwhile.



Curt Brinkman
Boston Marathon Winner

Success Thoughts

"I've always
thought of myself
as being
about twenty."

Urvin Gee, Patriarch
(age 95)

Success is. . .
keep a notebook
to jot down all
the important things
in your life.

Vince Lombardi understood success:

**Fatigue
makes cowards
of us all.**

The secret of success in business:

Remember!
There is only one boss—the customer!

There is no place
where you can give greater service
than in your own home.

Harold B. Lee

Sow a thought, reap an act;
Sow an act, reap a habit;
Sow a habit, reap a character;
Sow a character, reap an eternal destiny.

David O. McKay

Success Thoughts

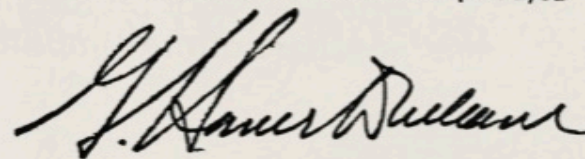
In raising a family or teaching a class, it's much like guiding and directing a zoo with its many varied animals. You'll never make an eagle out of an eel, but each has its important respective place and purpose. The challenge of the parent or teacher is to recognize their individual respective differences and bring out the best in each of them.

Unknown

Tell your wife and family
you love them
and mean it.

Success Thoughts

To me, success is not what it seems to be, judged by most contemporary standards. Rather, it is seeking for and achieving the companionship of the Holy Spirit to the end that one serves any of his fellow men in a more effective way as he moves along through this life, meantime, maintaining his own integrity and peace of mind. Beyond this, I believe for most Mormons, success is achieving "exaltation" through such service in the Celestial Kingdom. However, I also feel that very few Mormons give deep consideration and thought to what the nature and character of the "exaltation" really is. The answer, for the present, at least, is probably best found in the life of Christ as portrayed in the scriptures.



G. Homer Durham
First Quorum of the Seventy

An unwritten goal
will only remain a hope.

Our success in life. . .
often depends on the way
we share our testimonies.

Know that change
is constant.
Be ready for what
you're not ready for.

Remember!
**A defeat may be
a victory in disguise.**

What greater success
than to know that
your children and
children's children are
walking in the truth.

George Romney
Former Governor of Michigan
Former candidate for President

Men do not set priorities to guide them in allocating their time, and most men forget that the first priority should be to maintain their own spiritual and physical strength. Then comes their family, then the Church, and then their professions — and all need time.

Harold B. Lee

Leadership is simply the action or influence of moving any group toward attaining its goals.

The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind.

William James

If any young man expects, without faith, without thought, without study, without patient, persevering labor, in the midst of and in spite of discouragement, to attain anything in this world that is worth attaining, he will simply wake up by and by and find that he has been playing the part of a fool.

M. J. Savage

Success Thoughts

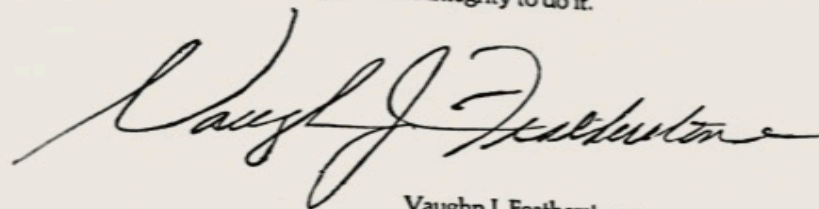
It's good to have money and the things that money can buy, but it's good, too, to check up once in a while and make sure that you have not lost the things that money can't buy.

George Horace Lorimer

If you can't change
your situation,
change your attitude.
Because
you create
your own happiness.

Success Thoughts

For Mormons, success is understanding that there is no greater talent in the world than spirituality. We as Priesthood brethren and the sisters in the gospel were born to serve our brothers and sisters here upon this earth. There is a great need as never before in the history of the world to be totally and absolutely pure in heart. And finally, to ask ourselves when any problem or question would come, "What would the Savior do if He were here and faced with this problem?" Then to have the courage and the integrity to do it.



Vaughn J. Featherstone
First Quorum of the Seventy

Soak up from those you meet
everything that might be of value to you.
Wring them dry.

Succeed by filling these four human basic needs:

1. A need for a long life and good health.
2. A need for a feeling of importance.
3. A need to have someone love you.
4. A need for variety.

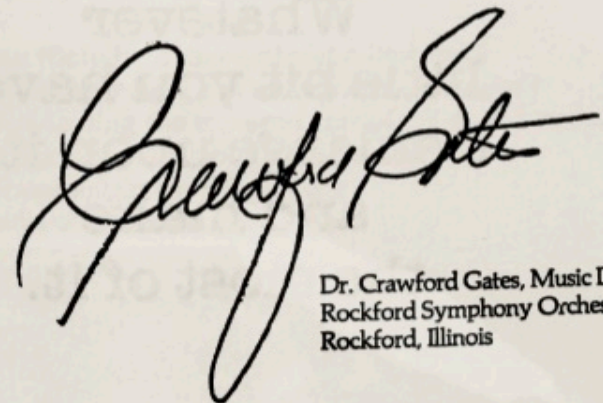
If it's going to be,
it's up to me!

Success" for me is finding the close relationship to God the Father as my creator, to Jesus Christ as my Savior, to the Holy Ghost as my Companion. These have objective reality and are concerned with me in my eternal well-being.

"Success" is identifying with Christ's True Church on earth, contributing to it, placing one's life under its influence, and under the influence of Christ's true and happiness-producing principles of human behavior.

"Success" is finding self-identity and self-esteem under the scope of the above through fullest development of one's natural talents and producing contribution of worth to other people. "Success" is developing an active and concerned love for other people starting with one's wife, or husband, children, parents and family, but also moving out to all people and to all life. This love when developed and manifested gives creative luster to daily work, as well as to long-range goals. This love gives meaning and vitality to one's place and contribution in the local community as well as society at large. It gives a strong motivation to imbue his dealings with all other people with integrity, morality and concern.

"Success" means to me that in the pursuit of the above, some inevitable failures also bring with them the capacity to repair, to repent, to rejuvenate and to try again. The pursuit of the above when met with even modest success, rewards with a wonderful measure of real joy.



Dr. Crawford Gates, Music Director
Rockford Symphony Orchestra,
Rockford, Illinois

Success means applying these terms:

"... trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent"—long after scouting.

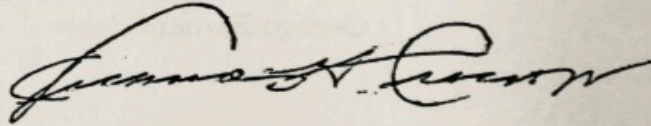
**Whatever
little bit you have,
enlarge upon it
and make
the most of it.**

**Success does not consist in
never making mistakes
but in never making the
same one a second time.**

George Bernard Shaw

Can there be a law without a lawgiver?
Can there be a design without a designer?
Reviewing the extreme complexities of nature,
we realize that they did not come about as the
result of chance, but that they were
designed and engineered.

Success, it seems to me, is finally realizing (and implementing this realization) that great Christian paradox, "If one would find his life, he must lose it," lose it in service to others and thereby find all that is sweet internal harmony, that peace which surpasses all understanding. This it seems, is all there is to life; this selflessness is the memory-making, eternal-life-making quality of mortality; this is success.



Richard H. Cracroft, Stake President

Success can be . . .
the ability to adapt another man's idea,
improve on it, and not make the same
mistakes as he did.

Success for Sears:
Our business is to sell merchandise
that won't come back
to people who will.

Robert Wood

Success is working
as though it were impossible to fail.

Successful Friendship:

It takes many good acts to make a friend,
but sometimes only one bad one to lose him.

In building and
maintaining the body,
as in most things,
there are seldom gains
without pains.

We act as though comfort and luxury
were the chief requirements of life,
when all that we need
to make us really happy
is something to be
enthusiastic about.

Charles Kingsley

A successful guide for life. . .

- Make a checklist of what must be done.
 - Identify your problems.
- Take thirty minutes a month to list the demands on your life.

Everyone
has a need
for frequent,
honest praise.

Success in establishing your home
is following this admonition. . .

Organize yourselves;
prepare every needful thing;
and establish a house,
even a house of prayer,
a house of fasting,
a house of learning,
a house of glory,
a house of order,
a house of God.

Doctrine & Covenants 88:119

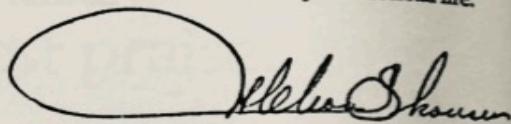
Success is. . .
realizing
the true worth
of souls.

**An important success in our lives is:
having each of our children know
that he is different and special.**

Success Thoughts

I have given considerable thought to your request and offer the following as my personal response to your question:

"For a Mormon, success is achieving the special things in life which he knows God wants him to do—things such as qualifying for the priesthood, going on a mission, being married in the temple, getting all the education possible, excelling in a trade or profession, serving in as many Church capacities as possible, raising a fine, well-trained family, participating in community life as a patriotic citizen, becoming proficient in the scriptures and the knowledge of the gospel, approaching the golden years of life as a patriarch of a large posterity and finally lying down to rest with a complete assurance of a glorious future enshrined in immortality and eternal life."



W. Cleon Skousen, Author,
Professor of Ancient Scripture
Brigham Young University

Success in business is not merely competing against our competition. It is the creation of a better product or service.

Success Thoughts

If you hold your family home evenings together, few if any children will be lost.

David O. McKay

**DO IT!
DO IT RIGHT!
DO IT RIGHT NOW!!!**

Success Thoughts

Success is understanding then implementing the significance of these statements:
The glory of God is intelligence. . .

Doctrine & Covenants 93:36

And if a person gains more knowledge and intelligence in this life through his diligence and obedience than another, he will have so much the advantage in the world to come.

Doctrine & Covenants 130:19

It is impossible to be saved in ignorance.

Doctrine & Covenants 131:6

. . . seek ye diligently and teach one another words of wisdom, yea, seek ye out of the best books words of wisdom; seek learning even by study and also by faith.

Doctrine & Covenants 88:118

Picture who, what and where you want to be five, ten, and twenty years from today, and then systematically set to work to reach those goals.

Success Thoughts

There is no greater joy in life than seeing your children succeed in the things that are really important.

Success is. . .

working
to make members
of your family
some of your best friends.

On return from the moon
Don Slayton's two rules for success:

1. Know what you want to do.
2. Never give up.

He who rests,
rots.

Arthur Feidler

Success is simply:

**CONSTANT PURSUIT
OF EXCELLENCE**

... if ye are prepared,
ye shall not fear.

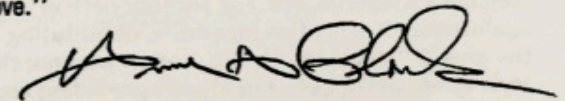
Doctrine & Covenants 38:30

SUCCESS:
Visualize it.
Decide and write it.
Then do it!

Make Today
A Special Day!

Two thoughts for consideration:

- (1) "The measure of pleasure is not leisure. The measure of pleasure is accomplishment."
- (2) There are many things that parade for success in the world, but true success will contain a blend of at least the following six essentials:
 - (a) Peace of mind that comes from knowing that you have been true to the most important of your ideals and have given your best effort to the most significant of your goals.
 - (b) Anxiety of mind that comes from knowing that, however much you may have accomplished or however decent you may have been, there is still much more to be done and much improvement to be made.
 - (c) A career that brings not only income sufficient for family needs but also joy and fulfillment in the work itself.
 - (d) Ability to separate the trivial from the significant and give each its proper attention.
 - (e) Integrity of personality and character such that respect is highest from those who know you best.
 - (f) Harmony with those you love."



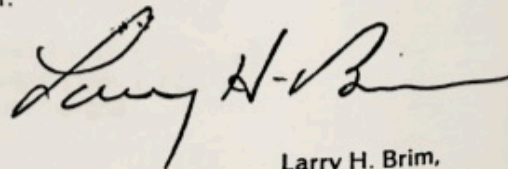
Bruce B. Clark
Dean of College of Humanities
Brigham Young University

Some years ago I was asked by a person if I expected to become a great man. I think that is similar to the question, do you expect to become a successful man? I gave a great deal of thought to that question and came to the conclusion that my definition of greatness, or success, is:

To learn in every situation in life what my Heavenly Father's will is concerning me personally and to do his will to the full extent of my ability.

I believe that the Savior is our great example in this process. He came to this earth with a foreordained mission. Upon this earth He had to learn line upon line and precept upon precept exactly what His mission was and perform it with perfection. I believe that each of us, similarly, has a foreordained mission here upon this earth. And that it is our responsibility to learn what that mission is line upon line and precept upon precept and to carry it out following the example of the Savior. One who accomplishes that is truly great in my opinion and truly successful.

It will be noted that this definition is completely independent of the person's circumstances. For one person, success and greatness in life may include the things that are generally associated with success: wealth, a wonderful family, performance of great and important responsibility in the building of the Lord's Kingdom, etc. For another person it may mean struggling bravely against the effects of an incurable, debilitating physical ailment, never testing the joys of "ideal" family life, important church responsibilities, and other indications of success, but always providing an example to others of complete trust and faith in Heavenly Father.



Larry H. Brim,
Mission President

I have always regarded the subject of "real success" in life as vital.

1. Real success in life, regardless of how accomplished in other ways is not truly effectual unless one has hearkened to the voice of the spirit.

"For the word of the Lord is truth and whatsoever is truth is light, and whatsoever is light is Spirit, even the Spirit of Jesus Christ.

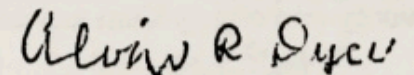
And the Spirit giveth light to every man that cometh into the world; and the Spirit enlighteneth every man through the world, that hearkeneth to the voice of the Spirit."

Doctrine & Covenants 84:45-46

2. I have often quoted Elbert Hubbard, in the American Bible as how I feel. Says he:

"A man is not educated, (or successful) in life until he is able to do at least one useful thing well, and has universal sympathy for mankind."

3. A man is not successful in life until he is absolutely free of prejudice, and does not lean on carnal things for accomplishment.



Alvin R. Dyer
Council of the Twelve

**Success:
Work! Then play.**

Success may come later than expected—
Pearl Buck said she learned more between the ages of
seventy and eighty than any other time in her life.

**No two people are any closer
than what they confide
in each other.**

**Age is a matter of mind.
If you don't mind,
it won't matter.**

A Harvard Study recently indicated:

The single greatest success factor for children, regardless of economic level, is the mother and what she teaches the child before the age of three.

Success in raising children is. . .
the conversion
of obedience
into trust.

The most important work you can do will be within the confines of your own walls at home.

Harold B. Lee

Spend your time
with something
that will outlast you:
your family.

The power is within you
to change that part of the world
over which you have
some influence.

Give the world
the best you have
and the best
will come back to you.

Success is. . .

like a postage stamp. You may get ripped off, licked,
depressed, and shoved in a corner and then bumped from
post to post, but if you'll just stick to it, you'll reach your
destination.

Success is. . .
Positive creation
in
action!

Six elements of successful family preparedness include:

1. Literacy and education
2. Career development
3. Financial management
4. Home production and storage
5. Physical health
6. Social-emotional strength

**The greatest joy
and success comes
in giving service
to others.**

N. Eldon Tanner

**One of the greatest needs
in a human being
is the urgency
to be important.**

**Enjoy an abundance
of acquaintances
and associations,
but choose carefully
those whom you select
as friends.
Because in so doing,
you choose the quality
and kind of person
you are
or will become.**

D.L.O.

Let us realize that the privilege to work is a gift, that power to work is a blessing, that love of work is success.

David O. McKay

I will do that
which is
most productively possible
at every given moment.

**Treat temptation as a fiercesome
onrushing freight train.
Get off the tracks!!
And stay far away
from the train station.**

D.L.O.

The only possession we have is self-possession. Unhappy is the man who only reacts to others. He is the servant of their whims toward him. You will never have a greater or lesser dominion than over yourself . . .
the height of a man's success is gauged by his self-mastery.
the depth of his failure by his self-abandonment . . .
and this law is the expression of eternal justice.
He who cannot establish dominion over himself will have no dominion over others.

Leonardo Da Vinci

There is no teaching
unless there is
a change in behavior.

A successful memory can be compared to the lens and the film in a fine precision camera. You must synchronize both these elements together:

1. Observation (not just looking) which is the lens carefully focusing to bring out a sharply defined and detailed image.
2. Association which is the film affixing the image in the mind as a long-lasting and clearly remembered picture.

D.L.O.

The goal of the life
of every man
is not knowledge,
but the application
of knowledge.

I.Q. tests show only limited values.
Education, rather is the key to success,
coupled with **motivation** and **persistence**.
I.Q.'s are only something we have given
or denied ourselves.

Success Thoughts

If a man has a talent and cannot use it,
he has failed;
if he has a talent and uses only half of it,
he has partly failed;
if he has a talent and learns somehow
to use the whole of it,
he has gloriously succeeded,
and won a satisfaction and triumph
few men ever know.

Thomas Wolfe

Success is
remaining teachable.

Success Thoughts

There are obviously two educations.
One should teach us
how to make a living,
and the other
how to live.

James Truslow Adams

Today –
the best yet!

Napoleon once described happiness.
"It is the highest possible
development of myself."

It is no use saying
"We are doing our best."
You have got to succeed in doing
what is necessary.

Sir Winston Churchill

Success is simple. . .

"Come, follow me."

Jesus Christ

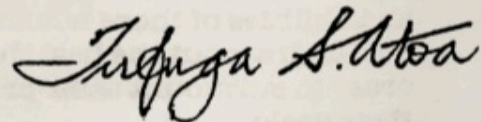
Success is. . .

perceiving that the good leader is the one
who is aware of the problems confronting his
group and is neither too strong, nor too per-
missive, but works to develop the potential
and abilities of those whom he leads and is
able to draw out the best that is in them in
order to surmount their problems and reach
their goals.

Success is finding out
the will of the Lord
and doing it.

Eldin Ricks, Author,
Associate Professor, B.Y.U.

Throughout my life I have come to a firm realization that success to me is contributing to my Church and my fellow men in whatever capacity I am able to serve. My motto is: "Service to God and fellow men is the pathway to success." A vital part of success is the early realization of that principle in acquiring any genuine success. As most Samoans who rise to become "matais" or chiefs know, service is the only sure way to success.



Tufuga S. Atoa
Superintendent, Church Schools
Western Samoa

I hear; I forget.
I see; I remember.
I do; I understand.

There is peace
in keeping the commandments.

Success for me never has (and I hope never will be) simply a gauge in dollars and cents, fame or notoriety or any material values. Success for me has always been measured in my own ways and also in the eyes of others. What others think materially or in other ways isn't important, but I strive to earn the respect of others. That respect demands honesty, consistency in actions, courtesy, and a genuine respect for others. I feel it is a two-way street.

Perhaps what this is leading up to is simply this: I don't want to live and die knowing that all I've done is hit golf shots all my days. Golf to me is a tool to gain what we could call "success." Success here to me means inner peace of mind, finding joy in my work (golf), a potential way to earn a living, and finally a missionary tool to spread the message of the gospel.

To sum up: we gain joy in sharing whether it be sharing our talents, or love or the gospel of Jesus Christ, and real success comes when others appreciate our work in these areas. We also can be barometers of this success by accomplishing goals and bringing to our own souls great satisfaction through personal effort.

Mike Reid

Mike Reid, Golfer
B.Y.U. All-American

Success is. . .

mastering the highest parental art:
rebuke without offending.

There are only three ways
to teach a child.
The first is by example.
The second is by example,
and the third is by example.
Albert Schweitzer

No man is truly successful
until his mother-in-law
has admitted it.

A success formula
If you treat a man as he ought to be,
he will become as he ought to be.

Emerson's pattern for success:
Learn directly from life.
Know the past through books.
Express yourself through action.

It isn't a question of how much a man knows,
but what use he makes of what he knows.
Not a question of what he has acquired
and how he has been trained,
but of what he is and what he can do.

J. G. Holland

Do things which are difficult to do and they will become easy, not because the nature of the problem has decreased, but because your ability to do has increased.

Heber J. Grant/Ralph Waldo Emerson

Four Ways To Successfully Increase Income

1. Seek education and self-improvement
2. Seek better employment
3. Set higher goals and work systematically to achieve them
4. Improve work habits

**A good boss
makes his men realize
they have more ability
than they think they have
so that they consistently
do better work
than they thought
they could.**

Charles E. Wilson

**If all the Church
were just like me
what kind of church
would it be?**

You don't need
to have a good memory
if you always speak the truth.

When your spirituality slips,
dip into the scriptures for renewal.

Spencer W. Kimball

Success is . . .

Dedication to Righteousness

In becoming a missionary,
be ready for those
who are ready for you.

You have no idea
of the things you can do
. . . until you try!

An L.D.S. ongoing measure of success is . . .
being able to honestly
and appropriately
answer all the
temple recommend questions.

“Do It!”

Spencer W. Kimball

For what shall it profit a man,
if he shall gain the whole world,
and lose his own soul?

New Testament
Mark 8:36

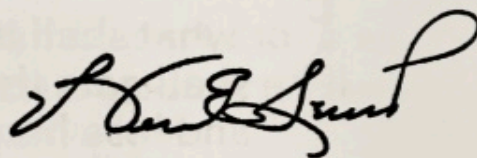
A brief comment on what I personally feel success to be:

Like the words of the song, "Love is a many splendored thing," so also could it be said of "success." It, too, is so many different things to different people, and its splendor can go off in many different directions.

One could say that success is having and being part of a family who are willing and desirous of working for what they get and who love the Lord, their neighbor, and each other with all their hearts, might, mind, and strength.

Or it could be said quite differently, but with similar ultimate result. The Savior said, "But he that is greatest among you shall be your servant." If being the greatest is indication of success, then he who is the servant of all could be identified as the truly successful person.

Jesus established the example for all of us to follow if we would be as successful as He was. For He was the servant of all. He gave His life that each of us might live and He paid the price which would enable each of us, if we are willing to live for it, to gain exaltation in the Celestial Kingdom of our Father in Heaven. This can come only by our acceptance of Christ as the Savior of the world, and by living in accordance with the commandments He has given. The fulfillment of this satisfies my understanding of what success is in every true sense of the word.



Ben E. Lewis,
Former Executive Vice-President
Brigham Young University

Success is . . .
living so that when you have
to call on the Lord,
He will answer.

Practice does not make us better
if we only practice our mistakes,
but the intense long-term
practicing of correct methods does.

Don't miss a . . .
"Daddy, come play with me,"
before you can't.

Success is applying this principle:
Our children are like nuts with hard shells.
We can smash them open,
or they can be nurtured open with love
to grow and produce fruit.

Fathers,
be loving;
slow to anger
and not provoking
your children to wrath.

Success is . . .
taking great pride in your children
when they do what they should.

If you wish to be a champion
or whate'er you'd choose to be
Just act as though you are one
and that dream you soon will see.

D.L.O.

By far the most important
successes of life
are not measured in dollars,
but in deeds.

Success is. . .
Attaining the full measure
of your creation.

If you help a person,
you strengthen him;
if you do it for him,
you weaken him.

Climb the ladder
of success as high
as you can carry
your own weight.

The best way to succeed is:

TO DO YOUR JOB!

Stan Watts

Your success
is often determined
by the success
you develop in others.

The Lord doesn't want a man
who can do the work of ten.
He wants one who can work ten.

“**K**now your competition.”

Vince Lombardi

Learn well
the laws of your trade.

A constant of success:

Analyze and Improve

Be “Professional”
in your profession.

Failure is the foundation
of success
and the means
of attaining it.

Grandma Moses
began painting
at the age of 74
and continued to
the age of 102.

During times of "testimony stress"
be able to separate in your mind
members with their imperfect actions
from the Gospel of Jesus Christ
which is perfect.

The price we pay for happiness
is keeping the commandments.

Spencer W. Kimball

Success Thoughts

Our happiness
and success in life
are predicated on
our mental attitude
and the way
we use our time.

A man's true wealth
is measured by the extension
of his influence for good.
D.L.O.

Success Thoughts

There are three important things every
successful leader should do:

1. Follow up.
2. Follow up.
3. Follow up.

Learn at least
one new worthwhile
thing each day,
or make one
significant contribution to life.

This one word secret for success:

“COMMITMENT”

He who fails to plan,
already plans to fail.

Success is. . .

not only using your own brains,
but using all those you can borrow, too.

A measure of success might be. . .
finding that you have a great wealth of friends
present at your funeral.

Nothing turns a man's ear
more pleasingly
than the sound
of his own name.

One of the best compliments
you can give
is to tell someone
you like him.

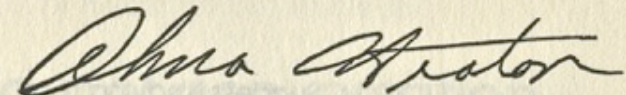
Success to a Mormon would be raising a celestial family. Anything that contributes to this all important goal might also be labeled success.

Success to a Mormon would also be keeping active. A Mormon believes we are born to be active. When we cease to be active, we cease to learn. The gospel is not an idea alone but an activity.

Since the basis for thinking is laid down in learning skill, success to a Mormon would be performance to the point of perfection. I believe the reason man is blessed with an active drive is to keep him alive, for when we cease to be active, we die.

Success to a Mormon is raising a family in unity and love and watching the lessons you teach to your children being taught to your children's children and watching your descendants continue getting together in family reunions.

In reporting on the day of judgment that our descendants are active in the Church is not only success and happiness now but for eternity.



Alma Heaton, Associate Professor
Department of Recreation Education, T. Y. U.

Failure in the home
comes from a lack of expectation
of the family.

Success is saying...

"I care about you."

**Give your criticisms
as suggestions
for improvement.**

**An hour of conversation
with a wise man
is worth a year of study.**

Success Thoughts

Success means using these "most important" words:

Five most important words are:

I am proud of you.

Four most important words are:

What is your opinion?

Three most important words are:

If you please.

Two most important words are:

Thank you.

The one least important word is:

I.

Add a little success to your life by . . .

doing something for yourself;
and,
doing something for
someone else
without his knowing who did it.

Success Thoughts

Life is available
to anyone,
at any age
who wants to seize it.

Obtain and
constantly use
as many proven
success methods as possible.

Clean living
increases
happiness.

No one can do anything well
if he doesn't regard his work
as being of great importance.

Before persuading,
make him feel good;
before converting,
love him.

Success is understanding this:

None of us has money problems,
only idea problems.

THINK POSITIVELY.

**Your supreme
opportunity in life
is fatherhood.**

David O. McKay

The two secret keys to success:

**PREPARATION
AND
WORK**

We cannot achieve or be anything
of any importance
without first visualizing and
feeling that action
in our own minds.

D.L.O.

Success Thoughts

The truth about success is long overdue. There is nothing mysterious about it. Success can be predicted and measured with mathematical precision and will come to us in the exact degree of effectiveness with which we live each day.

Earl Nightingale

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Success is when
you suddenly realize

"I CAN DO IT!"

Success Thoughts

If you are not sure
where you are going,
you may end up
somewhere else.

Don't spend all your life
wading in shallow water.

Treat every person
as though he were the most
important person you know.

Your Four Most
Forceful Personal Capabilities:

Ponder,
meditate,
pray,
... and listen.

A rule of success for any leader is . . .

Make
Exciting
Things Happen!

Life's greatest events
are not our noisiest,
but often our stillest hours.

Success is. . .
maintaining a "To-Do" list.

Our children are like diamonds.
Unnoticed, they may remain only unsorted stones.
But given thoughtful study to determine
their natural hidden potential, then
carefully cut, ground and polished
and placed in an appropriate setting,
they will radiate forth their inner light and beauty.

D.L.O.

Visualize a hope.
Write it into a goal,
Turn it into a plan.
Make it become a reality!

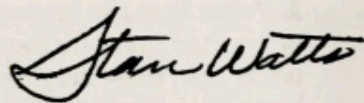
Better than the ignorant are those who read books;
better than these are those who remember what they read;
better than these are those who understand it;
better than these are those who apply it in their work.

Unknown

I presume success is an aspiration of every person regardless of his faith or church membership. I believe any successful person has to believe in God and place emphasis on serving his Father in Heaven and his fellow men. Beyond these two actions, the following things would have to be considered for success:

1. Dedication or determination to accomplish a goal.
2. Organization of time to proceed in a progressive manner.
3. Periodic examination of progress.
4. Be knowledgeable in several areas for a broad understanding.
5. Know how to work effectively—budget time—establish schedules.
6. Possess a good sense of humor—be happy with your work.
7. Develop self-discipline—be a good detailist—accept constructive criticism.
8. Be honest—have integrity—make your word as good as your bond.
9. Be yourself—don't try to imitate someone you may idolize.
10. Be a good citizen and neighbor—recognize the good in all people.
11. Be a good example for your family and associates.
12. Take time to acknowledge people and listen to their problems.
13. Develop good health habits; be active and have a hobby or other interest.
14. Take pride in being well groomed—care about personal appearance and good taste.

Even though success is often measured by the wealth or assets one may accumulate, priorities must be established with good health, a family and a selected group of friends, or life can be lonely and meaningless.

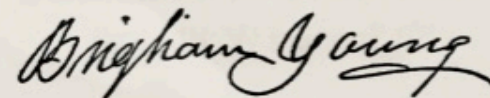


Stan Watts
Former B.Y.U. Basketball Head Coach

Wherefore,
now let every man learn his duty,
and to act in the office
in which he is appointed,
in all diligence.

Doctrine & Covenants 107:99

Education is the power to think clearly,
to do well in the world's work,
and the power to appreciate life.



Look at yourself in a full length mirror
and ask yourself if there is anything
that would not be pleasing to the Savior.
If so, remove it.

David O. McKay

We have been told
that every day is a purposeful activity
requiring an expenditure of energy
with some sacrifice of leisure.

Spencer W. Kimball

**The Impossible Dream
(The Quest)**

From the Musical Play "Man of La Mancha"

To dream the impossible dream,
to fight the unbeatable foe,
To bear with unbearable sorrow,
to run where the brave dare not go.

To right the unrightable wrong,
to love pure and chaste from afar,
To try when your arms are too weary,
To reach the unreachable star!

This is my quest,
to follow that star,
No matter how hopeless,
no matter how far;
To fight for the right
without question or pause,
To be willing to march into hell
for a heavenly cause!

And I know,
if I'll only be true
To this glorious quest,
that my heart will lie peaceful and calm,
When I'm laid to my rest,

And the world will be better for this;
That one man scorned and covered with scars,
Still strove with his last ounce of courage,
To reach the unreachable stars.

1965, Andrew Scott, Inc., Helena Music Corp.,
Words Joe Darion, Lyrics Mitch Leigh.