

"I have had some disappointments, times when I greatly wanted a promotion and somebody else got it. But I never figured that I was the victim of 'office politics' or prejudice or bad judgment on the boss's part. Instead of sulking or quitting in a huff, I reasoned things out. Obviously the other fellow deserved the promotion more than I did. What could I do to make myself deserving of the next opportunity? At the same time I never got angry with myself for losing and never wasted any time berating myself."

Remember Benjamin Fairless when things go wrong. Just do two things:

1. Ask yourself, "What can I do to make myself more deserving of the next opportunity?"
2. Don't waste time and energy being discouraged. Don't berate yourself. Plan to win next time.

IN A CAPSULE, PUT THESE PRINCIPLES TO WORK

1. Make yourself lighter to lift. Be likable. Practice being the kind of person people like. This wins their support and puts fuel in your success-building program.
2. Take the initiative in building friendships. Introduce yourself to others at every opportunity. Make sure you get the other person's name straight, and make certain he gets your name straight too. Drop a personal note to your new friends you want to get to know better.