

THINK RIGHT TOWARD PEOPLE

HERE IS A BASIC rule for winning success. Let's mark it in the mind and remember it. The rule is: *Success depends on the support of other people.* The only hurdle between you and what you want to be is the support of others.

Look at it this way: an executive depends on people to carry out his instructions. If they don't, the company president will fire the executive, not the employees. A salesman depends on people to buy his product. If they don't, the salesman fails. Likewise, a college dean depends on professors to carry forward his educational program; a politician depends on voters to elect him; a writer depends on people to read what he writes. A chain store magnate got to be a chain store magnate because employees accepted his leadership and consumers accepted his merchandising program.

There were times in history when a person could gain a position of authority through force and hold it with force and/or threats of force. In those days a man either cooperated with the "leader" or risked literally losing his head.

But today, remember, a person either supports you *willingly* or he doesn't support you at all.

Now it's time to ask, "Granted, I depend on others in order