

You are what you think you are. If your appearance makes you think you're inferior, you *are* inferior. If it makes you think small, you are small. Look your best and you will think and act your best.

THINK YOUR WORK IS IMPORTANT

There's a story often told about the job attitudes of three bricklayers. It's a classic, so let's go over it again.

When asked, "What are you doing?" the first bricklayer replied, "Laying brick." The second answered, "Making \$9.30 an hour." And the third said, "Me? Why, I'm building the world's greatest cathedral."

Now, the story doesn't tell us what happened to these bricklayers in later years, but what do you think happened? Chances are that the first two bricklayers remained just that: bricklayers. They lacked vision. They lacked job respect. There was nothing behind them to propel them forward to greater success.

But you can wager every cent you have the bricklayer who visualized himself as building a great cathedral did not remain a bricklayer. Perhaps he became a foreman, or perhaps a contractor, or possibly an architect. He moved forward and upward. Why? Because thinking *does* make it so. Bricklayer number three was tuned to thought channels that pointed the way to self-development in his work.

Job thinking tells a lot about a person and his potential for larger responsibility.

A friend who operates a personnel selection firm said this to me recently: "One thing we always look for in appraising a job applicant for a client is how the applicant thinks about his present job. We are always favorably impressed when we find that an