

"Did Harry have a better territory? Again I've got to say no. The accounts averaged about the same. Did Harry have more education? Better health? Again, no. Harry is about as average as an average guy could be except for one thing.

"The difference between Harry and the rest of you," said the vice president, "the difference is that Harry thought five times bigger."

Then the executive proceeded to show that success is determined not so much by the size of one's brain as it is *by the size of one's thinking*.

This was an intriguing thought. And it stayed with me. The more I observed, the more people I talked with, the deeper I dug into what's really behind success, the clearer was the answer. Case history after case history proved that the size of bank accounts, the size of happiness accounts, and the size of one's general satisfaction account is dependent on *the size of one's thinking*. There is magic in thinking big.

"If Thinking Big accomplishes so much, why doesn't everyone think that way?" I've been asked that question many times. Here, I believe, is the answer. All of us, more than we recognize, are products of the thinking around us. And much of this thinking is little, not big. All around you is an environment that is trying to tug you, trying to pull you down Second Class Street. You are told almost daily that there are "too many chiefs and not enough Indians." In other words, that opportunities to lead no longer exist, that there is a surplus of chiefs, so be content to be a little guy.

But this "too many chiefs" idea simply doesn't square with the truth. Leading people in all occupations will tell you, as they've told me, that "the trouble is, there are too many Indians and not nearly enough chiefs."