

advice: *Know thyself*. But most people, it seems, interpret this suggestion to mean *Know only thy negative self*. Most self-evaluation consists of making long mental lists of one's faults, shortcomings, inadequacies.

It's well to know our inabilities, for this shows us areas in which we can improve. But if we know only our negative characteristics, we're in a mess. Our value is small.

Here is an exercise to help you measure your true size. I've used it in training programs for executives and sales personnel. It works.

1. Determine your five chief assets. Invite some objective friend to help—possibly your wife, your superior, a professor—some intelligent person who will give you an honest opinion. (Examples of assets frequently listed are education, experience, technical skills, appearance, well-adjusted home life, attitudes, personality, initiative.)
2. Next, under each asset, write the names of three persons you know who have achieved large success but who do *not* have this asset to as great a degree as you.

When you've completed this exercise, you will find you outrank many successful people on at least one asset.

There is only one conclusion you can honestly reach: You're bigger than you think. So fit your thinking to your true size. Think as big as you really are! Never, never, never sell yourself short!

The person who says "adamantine" when in plain talk he means "immovable" or says "coquette" when we would understand