

marriage, or in any activity, cross bridges when you come to them.

We can't buy an insurance policy against all problems.

Make up your mind to do something about your ideas. Five or six years ago a very capable professor told me of his plans for writing a book, a biography of a controversial personality of a few decades ago. His ideas were more than interesting; they were alive, fascinating. The professor knew what he wanted to say, and he had the skill and energy to say it. The project was destined to reward him with much inner satisfaction, prestige, and money.

Last spring I saw my friend again, and I innocently asked him whether the book was about finished. (This was a blunder; it opened up an old wound.)

No, he hadn't written the book. He struggled with himself for a moment as if he were debating with himself whether to explain why. Finally he explained that he had been too busy, he had more "responsibilities" and just couldn't get to it.

In reality, what the professor had done was to bury the idea deep in his mental graveyard. He let his mind grow negative thoughts. He visualized the tremendous work and sacrifices that would be involved. He saw all sorts of reasons why the project would fail.

Ideas are important. Let's make no mistake about that. We *must* have ideas to create and improve anything. Success shuns the man who lacks ideas.

But let's make no mistakes about this point either. Ideas in themselves are not enough. That idea for getting more business, for simplifying work procedures, is of value only when it is acted upon.