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YOU ARE WHAT YOU THINK YOU ARE

IT'S OBVIOUS. MUCH HUMAN behavior is puzzling. Have you ever wondered why a salesperson will greet one customer with an alert "Yes sir, may I serve you?" but virtually ignore another? Or why a man will open a door for one woman but not for another? Or why an employee will consistently carry out the instructions of one superior but only grudgingly do what another superior requests? Or why we will pay close attention to what one person says but not to another?

Look around you. You'll observe some people receiving the "Hey, Mac" or "Hey, buddy" treatment while others receive the sincere and important "Yes, sir" treatment. Watch. You'll observe that some people command confidence, loyalty, and admiration while others do not.

Look closer still, and you'll also observe that those persons who command the most respect are also the most successful.

What is the explanation? It can be distilled into one word: *thinking*. Thinking *does* make it so. Others see in us what we see in ourselves. We receive the kind of treatment we *think* we deserve.

Thinking *does* make it so. The fellow who thinks he is inferior, regardless of what his real qualifications may be, is inferior.