

Professor Erwin H. Schell, one of America's most respected authorities on leadership, says, "Obviously, there is something more than facilities and competence that makes for accomplishment. I have come to believe that this linkage factor, this catalyst, if you will, can be defined in a single word—*attitude*. When our attitude is right, our abilities reach a maximum of effectiveness and good results inevitably follow."

Attitudes *do* make the difference. Salesmen with the right attitude beat their quotas; students with the right attitude make As; right attitudes pave the way to really happy married life. Right attitudes make you effective in dealing with people, enable you to develop as a leader. Right attitudes win for you in every situation.

Grow these three attitudes. Make them your allies in everything you do.

1. Grow the attitude of *I'm activated*.
2. Grow the attitude of *You are important*.
3. Grow the attitude of *Service first*.

Now let's see how.

Years ago, when I was a college sophomore, I enrolled in an American history class. I remember the class vividly, not because I learned much about American history but because in an unusual way I learned this basic principle of successful living: *To activate others, you must first activate yourself.*

The history class was very large, and it was held in a fan-shaped auditorium. The professor, who was a middle-aged fellow