



We must tap into what I call the “reservoir of talent” in the pursuit of personal or company goals.

Everyone has a wealth of instincts, interests and skills that combine to form their talents. Some refer to it as a calling. Whatever its name, this reservoir can be deeper and more diverse than even the holder himself realizes.

The best way to ensure job satisfaction over the long run is to exhaust that reservoir or to answer the calling. After all, no one works for money alone.

Ricardo Semler
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