

THE BELIEFS OF A LEADER

People are bigger
than anything that can happen to them.

What we link pain to and
what we link pleasure to
determines our destiny.

We will do more to avoid pain
than to gain pleasure.

It's not what happens,
it's what I do that makes the difference.

If I can't, I must;
and if I must, I will.

We always have a choice.

There are not unreasonable people,
only unresourceful states.

Change your habitual questions
and change your destiny.

The past is not your future.