

BRAINS, BEAUTY AND BALLS IN BUSINESS

HONESTY is always the best policy.

MY MANIFESTO

BY LYNNE CADENHEAD

FAIL. DON'T DENY YOUR FAILURES.

Use them to inspire you to try again and again!

TOMORROW. THE MYSTICAL FARAWAY LAND WHERE EVERYTHING HAPPENS. PROCRASTINATION REALLY IS THE THIEF OF TIME. **JUST. DO. IT.**

→ **BE KIND WHEREVER POSSIBLE. IT IS ALWAYS POSSIBLE.**

It's **easier** to ask for **FORGIVENESS** than **PERMISSION**

Small improvements every day compound over time into massive change. Little and often is the key to your success.

UNDER-PROMISE. OVER-DELIVER.

EMBRACE YOUR DIFFERENCES

See them as a *source of strength, not a weakness*, to be overcome.

PROLIFIC BEATS PERFECT JUST. DO. MORE.

LEARN TO SELL.

Sales is at the heart of every business, without it there is no business. As an entrepreneur you are always selling – your products, your ideas, your self.

LEARN TO SELL.

CONFIDENCE

Face your fears head on. Actions and outputs overcome doubts and fears every time.

Make the world hear you.

EXPECT PROBLEMS and eat them for **BREAKFAST.**

You don't have to know everything. **What you need to know is what you DON'T KNOW.** And find people that do know.

KEEP A SENSE OF PERSPECTIVE. IT'S ALL ABOUT **BALANCE.**

MAKE YOUR LIFE MATTER IN THE WAY YOU WANT IT TO.

SEE THAT ELEPHANT IN THE ROOM? IT'S NOT GOING TO GO AWAY. DEAL WITH IT NOW.

GRACE

Forgive yourself. Forgive others.

FORGIVE EVERYONE.

PERSEVERE

NEVER, EVER, EVER GIVE UP.

Ask yourself "Will this really matter in five years' time, next year, next month, tomorrow?" If the answer is yes, do something about it. If the answer is no, ignore it.

Don't compare yourself to other people, it will only make you feel ugly.

STOP TELLING YOURSELF YOU ARE NOT GOOD ENOUGH. YOU HAVE MORE POWER AND KNOWLEDGE THAN YOU THINK YOU DO. USE IT.

WHAT YOU DO TODAY HAS THE POWER TO CHANGE YOUR LIFE FOREVER. CHOOSE WISELY.

Relationships aren't built through email. Pick up the phone and **SPEAK** to people.

Drink champagne. When you fail, to celebrate the lesson, When you succeed, to celebrate the success.

WHATEVER HAPPENS, **TAKE RESPONSIBILITY.** IT'S UP TO YOU AND NOBODY ELSE TO MAKE YOUR DREAMS HAPPEN. IT'S CALLED **LEADERSHIP.**

IF YOU DON'T ASK, YOU DON'T GET.

ASK FOR THE *sale*,
ASK FOR THE *business*,
ASK FOR *help*. **JUST ASK**

CARPE DIEM
Seize the day

MENTOR. Get one and then be one.

LIVE. LAUGH. LOVE.

There is nothing better than being in charge of your own **DESTINY.** Take charge of your own life and inspire others to do the same.

Talk less and **LISTEN** more.

Ideas are cheap. EXECUTION is EVERYTHING.

TAKE MORE RISKS!

Grant me the serenity to accept the things I cannot change, courage to change the things I can and the wisdom to know the difference

KEEP YOUR HEELS, HEAD STANDARDS HIGH

AND