

Volume 4, Issue 7

MOTIVATED

THE MAGAZINE THAT MOVES YOU!

A stack of several old, worn books. The top book has a red cover and is slightly askew, revealing the edges of the pages. The books below it have dark, possibly black or dark brown, covers. The pages are yellowed and show signs of age. The background is a soft, out-of-focus light blue and white.

Don't Judge a Book by Its Cover

The Value of Just Enough

Working Together Pays Off

**3 Don't Take It Personally;
It's Just Business**

True honesty

**4 Don't Judge a Book by
Its Cover**

Content over form

5 Seeing True Beauty

Respect for the individual

6 Wranglers and Stranglers

Concern for others

7 The Value of Just Enough

Simplicity

8 Working Together Pays Off

Harmony

9 Parenting from the Heart

5 values to teach children
by age five

12 Notable Quotes

Values

**Issue
Editor**

Motivated Vol 4, Issue 7
Christina Lane

Design

awexdesign.com

Contact Us:

**Email
Website**

motivated@motivatedmagazine.com
www.motivatedmagazine.com

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Whether we are consciously aware of them or not, we all have a core set of personal values. Values can range from the practical, such as the belief in hard work and punctuality, to the more intangible, such as concern for others, gratitude, integrity, generosity, commitment, and the list goes on.

When we examine the lives of successful people, we often see how personal values guided them and propelled them to the top in their fields. Just as individual people subscribe to values, so do organizations and businesses. In fact, if we look at a successful company, we will most likely find that one or more business values were the key to their success.

Being fully aware of and living by our own unique set of values can change and improve the quality of how we live our life. We can energize our life by making a conscious effort to implement the values we hold.

Once we identify values that are meaningful to us, we can develop a plan to put them into practice. We may even find that good things suddenly start to happen to us from seemingly out of nowhere, exceeding our expectations and what we thought logical and possible.

We hope the stories and articles in this issue of *Motivated* about the values that positively affected the lives of successful people, will inspire and empower you.

Christina Lane
For *Motivated*



Don't Take It Personally; It's Just Business

By Patty Kuzen, adapted web reprint

I live on the beautiful island of Kauai, Hawaii. I moved here 33 years ago, attracted by the genuine, kind, loving, giving-for-the-sake-of-giving type of mindset that embraces the aloha* spirit.

Unfortunately, over the years, a different mindset has been creeping in—especially when it comes to business.

Any time a person has to say, “Don’t take it personal; it’s just business” or has to rationalize anything they have said or done, there is an element of “wrong” involved. Common decency never has to be explained. Acts of kindness never need excuses.

Life can throw us some bad pitches and deal us some crummy hands, and sometimes the “right thing” may seem more hidden than at other times, but it is always there. When we hold the right kind of values, ultimately we always know what that right thing is.

If only we would all start paying more attention to our consciences, even when it may not be quite as profitable, everyone would benefit, and the aloha spirit would become as front-and-center again as it was when I moved here 33 years ago. ◆

*The word “aloha” is commonly used to mean love, and is also used to express compassion, regret, or sympathy.

True honesty

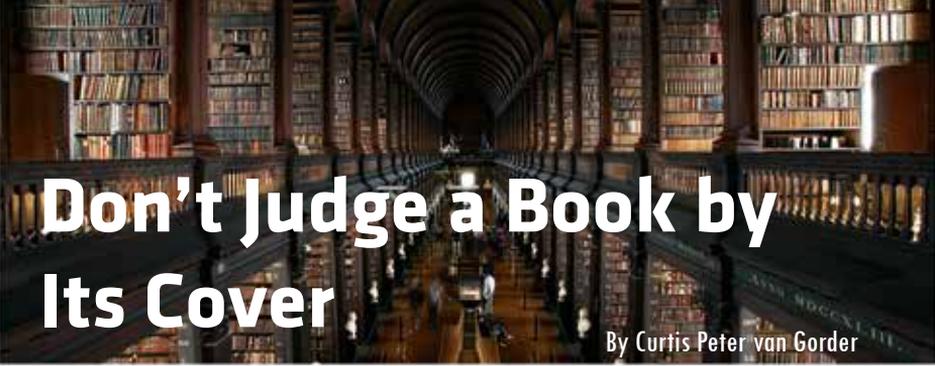
Most people associate honesty with “telling the truth,” but real honesty is “feeling” the truth as well. If you say something one way and feel different inside, then there is no true honesty. It’s somewhat like putting fancy packaging on a poor product.

Whenever a person moves from just telling the truth to both telling and really meaning what he says, life immediately responds to that change. By moving toward true honesty, we can create the life responses and breakthroughs to success that we are seeking.

Some people believe that by being fully honest we somehow lose in business and life. The truth is, not being fully honest blocks energy. True honesty lets energy flow into our work and life.

Content over form

It is from the depths of situations and circumstances that we find its essence. For example, if we admire another's social position, instead of their true accomplishment, including the values they subscribe to, we will miss the key to their success, and therefore fail to learn from it. Or, if we are merely evaluating a person from the shallow perspective of their appearance, or quickly come to a conclusion based on a brief acquaintance, then we also miss the deeper and wider truths behind them. If we judge a book by its cover, we will never get to know the depths of others, and the true meaning of life's situations.



Don't Judge a Book by Its Cover

By Curtis Peter van Gorder

Not judging a book by its cover means that we can never really claim to understand a person or situation when we only see them or it from the outside or on the surface.

The famous lateral-thinking guru Edward de Bono asks in his book *Simplicity*, “Why do books have covers? If the reason was mainly for ‘protection’, we could shed the cover and simply print four first pages and four last pages. When the top page got dirty you would simply tear it off and have a clean page underneath.”

But we know that’s not going to happen. Why? Because, book covers are what sell the book and distinguish it from others. It makes us want to pick up the book and read it. Yet, how many times have we seen a great book cover, picked it up expecting a good read, and then we were let down.

We do the same when we

judge people prematurely. We may never know what experiences they had or what they have been through unless we take the time to get to know them in a deeper way.

I am ashamed to admit how many times I have judged others. I remember with regret when the office I worked at, did not want to receive someone because they were labeled a “strange bird”—a bit quirky or eccentric. My job was to meet a few of these folks at a coffee shop somewhere, and talk and do business with them outside our premises for fear that they would do something or say something rash. In retrospect, it is a bit laughable, as each of us who worked at that office had our own set of eccentricities as well.

If I could do it over again, I would be more of a voice to accept, befriend, and include those labeled “strange birds.” ♦



Seeing True Beauty

By Chez X, blog post

Today, while attending a conference, I saw a most outstanding woman. She wasn't exceptionally beautiful, but the way she carried herself was with a genuine touch of the Divine. I guess she must have been nearing fifty, but the slightly weathered skin and more matured features were not what made her stand out to me from across the hall. She had the most amazing deep blue eyes that glittered while she looked about her. She looked quite pleased with herself and with life in general as she greeted an old friend who was standing behind me.

As women, we are raised to believe that to rise above the crowd we have to be traditionally beautiful. To find Prince Charming, get work opportunities, and be successful, we must look like a princess. So we look in the mirror, and if what we see is not a replica of a cover girl, we set out to change it with a highlight here, and a highlight there, and pretty soon we are carrying an entire makeup kit on our face! The sad part is

that often people look at us later and think, "Gosh, she's so fake! Why is she trying so hard?"

The truth is that most of us are not told that we are beautiful when we are our genuine selves. Remembering that about 95% of the compliments from those around us regarding our "beauty" are when we have just stolen a new coat from our vanity kit, kind of makes us feel that on our own we don't really have it in us.

Let's make it a point to see beauty where it really is, and not just the cover layer. They used to say that beauty is only skin deep, but I have that flakey feeling that these days, it's only cosmetic deep.

Tell her she's beautiful when she isn't wearing foundation, respect her when she isn't wearing mascara, treat her like she's attractive before she's added her gloss and rouge. She will carry herself with confidence, and truly be the most beautiful woman. ♦

Respect for the individual

One of the most significant personal values is to look on every person as a special, unique individual. This form of deep respect for each person has the power to generate good will, profound happiness, and great achievement.

Every time you meet someone, listen to their story and show great interest and respect. Learn what unique perspective, knowledge, or insight they can offer, and then be completely responsive to their interests. Make this a regular, daily habit in life, and ultimately, a value that you cherish.

Concern for others

Normally, we are overwhelmingly concerned about our own selves, driven by our own personal motives and ambitions. However, the happiest people are those who also consider the aspirations of others.

Are you ready to “forget yourself” and willing to be tolerant and kind to others, listen attentively to their words, be non-judgmental, and open to their points of view? If you are, you’re a candidate for great success in life, not to mention ever-increasing happiness and joy.



Wranglers and Stranglers

Author Unknown

Years ago, there was a group of brilliant young men at the University of Wisconsin, who seemed to have amazing creative literary talent. They were would-be poets, novelists, and essayists. They were extraordinary in their ability to put the English language to its best use. These promising young men met regularly to read and critique each other’s work—and critique it they did!

These men were merciless with one another. They dissected the minutest literary expression into a hundred pieces. They were heartless, tough, and even mean in their criticism. The sessions became such arenas of literary criticism that the members of this exclusive club called themselves the “Stranglers.”

Not to be outdone, the women of literary talent in the university were determined to start a club of their own, one comparable to the Stranglers. They called themselves the “Wranglers.” They, too, read their works to one another, but there was one great difference. The criticism was much softer, more positive, more encouraging. Sometimes, there was almost no criticism at all. Every effort, even the feeblest one, was encouraged.

Twenty years later, an alumnus of the university was doing an exhaustive study of his classmates’ careers when he noticed a vast difference in the literary accomplishments of the Stranglers as opposed to the Wranglers. Of all the bright young men in the Stranglers, not one had made a significant literary accomplishment of any kind. From the Wranglers had come six or more successful writers, some of national renown such as Marjorie Kinnan Rawlings, who wrote the bestseller *The Yearling* in 1938.

Talent between the two? Probably the same. Level of education? Not much difference. But the Stranglers strangled, while the Wranglers were determined to give each other a lift. The Stranglers promoted an atmosphere of contention and self-doubt. The Wranglers highlighted the best, not the worst. ◆

The Value of Just Enough

By Eric Hamm

One of the guys who regularly flew his radio controlled airplane at the airfield was a man named Rex. What set him apart from the rest of us was the type of plane he flew. Called 1/2A, these planes were smaller than average and simple in their controls—and the engines that powered these little aircraft were simple machines that required very little fuel to make their props spin. He built these planes from scratch and used equipment that was decades old. His mentality embodied the mantra, “If it ain’t broke, don’t fix it.”

RC airplane fuel isn’t exactly cheap and Rex would always make it known how little fuel he used that day. Partially just trying to tease, Rex was also proud of how little money he spent compared to how much satisfaction his style of flying allowed him. I couldn’t help but admire this about Rex and always told myself that his way made the most sense for a fellow sky dreamer.

Then one day he gave me a tiny fuel bottle he had put together. Made out of a margarine squeeze bottle, this container was about a tenth the size of the average fuel canister, and instead of the normal mess of pumps and cranks and fuel lines entangling the average container, this particular bottle had one short, simple fuel line with a tiny plastic tube at the end.

Costing no money at all to make, taking up far less room, and working with the simplicity of a single squeeze of the hand, this fuel bottle perfectly represented the idea of JUST ENOUGH. Just enough to hold the fuel and just enough to transfer the fuel to the plane’s fuel tank. Nothing more, nothing less.

Some of the other fuel containers even had electronic pumps that transferred the fuel with the ease of a button’s push. Yet they also required the pump itself, the battery to power it, and the wires and tubing to make it all happen. But for Rex, as long as he had a way to fuel up his planes, he could not care less about anything else. The less he had to buy and bring to the field, the more he could enjoy what really mattered to him... FLYING! ♦

Simplicity

In this time of great complexity and hurry, simplicity is an important personal value. Taking the time to simplify anything that is overly complex is a very helpful skill in these rapidly accelerating times. Simplifying a work not only streamlines it, but also makes it more effective and productive, and leads to greater results when compared to its former complex arrangement.



Working Together Pays Off

By Guido de Valk, adapted

Harmony

Harmony is the coming together of separate elements for a common purpose, and the moving together of different or opposing forces for the benefit of all. The value of teamwork is one variation of the value of harmony.

One of the areas many companies have difficulty with is in effective cooperation. They find that many employees work as if they live on an island. They are too busy with themselves and have little empathy for their colleagues. Besides this, they are quite often unaware of the power and extra value of working together.

Even when they are aware of the value of cooperation, they have trouble in working together, because they are used to thinking of personal rather than collective interests. Competition is often in the forefront.

To improve cooperation, the company needs a mindset change. A new mindset could be, “Cooperation pays off. It is better for me, it is better for my colleagues, and it is better for the company.”

Besides changing the mindset, here are few other ways to improve cooperation.

- **Open up to the people around you.** Open your mind, use all your senses and observe without judgment. This way of perception is the basis of collaboration with others.

- **Create a win-win situation.** To create a win-win situation where both parties benefit from a given situation, you need to be sensitive to the needs and feelings of others. Working this way opens the door to new creative solutions which were never thought of before.

- **Communicate.** Be transparent and clear about what you think and what you believe. People can't guess your thoughts. You connect with other people primarily through communication.

- **Have clear vision and values.** For good cooperation, a company needs to know where it is going and what values are central to the organization. Good collaboration needs very clear and unambiguous vision and values.

- **Let go of your ego.** We should not defend our ideas merely because we want to win. If we can let go of our ego and competition towards others, then the workplace will become a place where everyone works together for the greater goal with better communication, better results, and more creativity. ♦

5 Values to Teach Children by Age Five

Many parents think that it's premature to teach values to a toddler or preschooler. But that's a misconception. Here are five values that all children should develop by their fifth birthday, and some easy ways to make them stick.

Adapted excerpts from Parents Magazine

Value #1: Honesty

Help kids find a way to tell the truth

The best way to encourage truthfulness is to be truthful yourself. Consider this story: Carol decided to limit the number of play dates between her 3-year-old son, Chris, and his friend Paul. The boys had been fighting a lot recently, and Carol thought they should spend some time apart. So when Paul's mother called one afternoon to arrange a get-together, Carol told her that Chris was sick.

Overhearing this, her son asked, "Am I sick, Mommy? What's wrong with me?" Carol, taken aback by her son's frightened look, told him she had only said he was sick because she didn't want to hurt Paul's mother's feelings. Carol then launched into a complicated explanation of the distinctions between the various types of lies, and Chris was confused. All he understood was that fibbing is sometimes okay—and that, in fact, it's what people do.

Your child takes his cues from you, so it's important that you try to avoid any kind of deception, even a seemingly innocent one. Carol would have been better off saying, "This isn't a good day for a play date. I'm concerned that the boys were fighting so much last week. I think they need a break."

Even if being honest isn't always easy or comfortable, you—and other people—will always feel better if you tell the truth.

Value #2: Justice

Insist that children make amends

At a recent family gathering, Amy and Marcus, 4-year-old cousins, were making castles out of wooden blocks. Suddenly, Amy knocked over Marcus's castle, and he started to cry. Witnessing the scene, Amy's father chided his daughter and ordered her to apologize. Amy dutifully said, "I'm sorry."

Then her dad took her aside and asked, "Do you know why you pushed over his blocks?" She told him that she was mad because Marcus's castle was bigger than hers. The dad told her that though this was no excuse for destroying her cousin's castle, he could understand her feelings. He then sent her back to play.

The father's reaction was similar to that of many psychologically savvy parents: He wanted his daughter to identify and express her feelings and to understand why she behaved as she did. That's okay, but it isn't enough.

Saying "I'm sorry" is pretty easy for a child, and it lets her off the hook without forcing her to think. Having a child make amends in a proactive way conveys a much stronger message. If you're aware that your child has acted badly toward someone, help him think of a way to compensate. Maybe he can give one of his trucks to a playmate whose toy he has damaged. Perhaps he could draw a picture for his sister after teasing her all day. In Amy's case, she could have been encouraged to help Marcus rebuild his castle. By encouraging your child to make such gestures, you emphasize the importance of treating people fairly—an essential value that will one day help her negotiate the complicated world of peer-group relationships.

Value #3: Consideration

Teach them to think about others' feelings

Anne was frustrated because her daughters, ages 3 and 4, ended up whining and fighting every time she took them grocery shopping. "I finally told them that we needed to figure out how to do our shopping without everyone, including me, feeling upset," Anne says.

The mom asked the girls for suggestions on how to make the trip to the grocery store a better experience for all. The 4-year-old suggested that they bring snacks from home so they wouldn't nag for cookies. The 3-year-old said she would sing quietly to herself so she would feel happy.

The girls remembered their promises, and the next trip to the supermarket went much more smoothly. Leaving the store, the younger girl asked, "Do you feel really upset now, Mommy?" The mother assured her that she felt just fine and remarked how nice it was that nobody got into an argument.

Do these small problem-solving exercises actually help a child learn the value of consideration? You bet. Over time, even a young child sees that words or actions can make another person smile or feel better, and that when she's kind to someone else, that person is nice to her. This feedback encourages other genuine acts of consideration.

Value #4: Determination

Encourage them to take on a challenge

Determination is a value that you can encourage from a very young age.

A powerful way to help kids develop determination is to encourage them to do things that don't come easily—and to praise them for their initiative. If

your son is shy, for instance, quietly encourage him to approach kids on the playground, even if it makes him feel nervous and scared. If your daughter gets angry quickly, teach her strategies (such as counting to ten or taking a deep breath) for holding back a temper tantrum. Congratulate kids when they manage to do things that are difficult for them. The child who hears “Good for you, I know that was really tough!” is bolstered by the recognition and becomes even more determined to keep trying.

Value #5: Love

Be generous with your affection

Parents tend to think that children are naturally loving and generous with their affection. This is true, but for loving sentiments to last, they need to be reciprocated. It’s chilling to realize that over the course of a typical busy day, the phrase “I love you” is probably the one that a child is least likely to hear.

Let your child see you demonstrate your love and affection for the people in your life. Kiss and hug your spouse when the kids are around. Talk to your children about how much you love and appreciate their grandparents, aunts, uncles, and cousins.

And, of course, don’t let a day pass without expressing your affection for your child himself. Show your love in unexpected ways: Pack a note in his lunch box. Tape a heart to the bathroom mirror so he’ll see it when he brushes his teeth. Give her a hug—for no reason. Don’t allow frantic morning drop-offs or hectic afternoon routines squeeze loving gestures out of your day.

I can practically guarantee you that the more you say “I love you” to your child, the more your child will say “I love you” back. The more hugs and kisses you give, the more your home will be filled with love and affection.—And when our children feel free to express their love to us, we instill in them perhaps the greatest value of all. ♦



Values

NOTABLE
QUOTES



Values are like fingerprints. Nobody's are the same, but you leave 'em all over everything you do.—Elvis Presley

You are a master of the words you don't say and a slave to the ones you do.

—Unknown

Integrity is what we say, what we do, and what we say we do. —Don Galer

Power is the ability to do good things for others. —Brooke Astor

That you may retain your self-respect, it is better to displease the people by doing what you know is right, than to temporarily please them by doing what you know is wrong.—William J.H. Boetcker

Live so that when your children think of fairness and integrity, they think of you.—H. Jackson Brown, Jr.

When what we want to do and what we ought to do are two different things, character is built in the choice we make.—Bill Bennet

Integrity has no need of rules.

—Albert Camus

To be persuasive we must be believable; to be believable we must be credible; to be credible we must be truthful.

—Edward R. Murrow

Lead your life so you wouldn't be ashamed to sell the family parrot to the town gossip. —Will Rogers

Have the courage to say no. Have the courage to face the truth. Do the right thing because it is right. These are the magic keys to living your life with integrity.—W. Clement Stone