

## 1. THE MAGIC WORD

We need to recognise that everything is controlled by law. Ralph Waldo Emerson said, "Let him learn a prudence of a higher strain. Let him learn that everything in nature, even dust and feathers go by law and not by luck."

You see, each of us shapes our own life. And the shape of it is determined by our attitude; the attitude we hold most of the time! Sounds simple, doesn't it? But, it is not quite that easy. For most of us, learning this new habit takes time. But once it is mastered, our daily lives will become as changed as if we walked out of a dark tunnel into the bright clear light of day.

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**Ralph Waldo Emerson**

A person with a poor attitude toward learning, for example, in school or afterwards, is not going to learn very much until they change their attitude.

William James of Harvard said the greatest discovery of his generation was that, "Human beings can alter their lives by altering their attitudes of mind."

That sounds pretty simple doesn't it? However, it is not very easy, it cannot be, otherwise more people would do it. So, why don't they?



The answer is obvious, they don't know how. James was right – a change in attitude will change your life. However, teachers tell that to students, doctors tell it to patients, sales managers tell salespeople and counsellors tell couples who are having trouble – a change in attitude is all you require.

## NOTES

When you recognise someone has a poor attitude towards others, you can be sure they have a poor attitude towards themselves. They do not like themselves. They are unhappy about something. A happy person reflects their happiness in their attitude. A person with a poor attitude is unhappy and frustrated most of the time. They are a human magnet for unpleasant experiences. They reinforce their poor attitude, thereby inviting new problems and so it continues. As such, that person falls into a self-generating, doom-fulfilling cycle. But for the person with a good attitude, the same principle holds true in reverse. If they expect the best, that is precisely what they achieve most of the time.

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Now, why would a person persist in a poor attitude, expecting the worst? Well, we are so familiar with ourselves that we tend to take ourselves for granted; we tend to minimise what we can accomplish, the goals we can reach, and for some equally strange reason, we believe others can reach heights which we cannot! We tend to overlook the fact that there is enormous undeveloped potential within each of us — a great reserve of talent and ability, which we habitually fail to use.





## NOTES

There are millions of human beings living narrow, darkened, frustrated lives; living defensively – simply because they adopt a defensive, doubtful attitude towards themselves and, as a result, towards life in general.

When you begin to develop better attitudes, you need to realise you have already placed yourself on the road to what you seek. You are well on your way to joining the top 3% of successful people. You have prepared the ground and planted the seed; you have made of yourself an embodiment of that which you seek.



The higher you go in any worthwhile organisation, the better the attitudes you will find. Attitudes are not the result of success. Success is the result of good attitudes.

Since your mind can hold only one thought at a time, make those thoughts constructive and positive. Look for the best in people and ideas. Be constantly alert to new ideas that you can put to use in your life.

Do not waste time talking about your problems, or your poor health. Unless you are talking to your doctor, it probably won't help you and it definitely can't help others.

Radiate the attitude of well-being and confidence, the attitude of the person who knows where they are going. You will find good things happening to you right away. Start this habit, practise it consistently, for it will become second nature for the rest of your life.