

Success comes in cans!

Some said, "It can't be done!" But "Success comes in CANS, not in cannots!"

1. The first successful cast iron plow invented in the United States in 1797 was rejected by New Jersey farmers under the theory that cast iron poisoned the land and stimulated growth of weeds.
2. In Germany, it was "proven" by experts that if trains went at the frightful speed of 15 miles per hour, blood would spurt from the travelers' noses, and that the passengers would suffocate going through tunnels.
3. Commodore Vanderbilt dismissed Westinghouse and his new air brakes for trains with the remark that he had no time to waste on fools.
4. Those who loaned Robert Fulton money for his steamboat project stipulated that their names be withheld for fear of ridicule were it known that they supported anything so "foolhardy."
5. In 1881, when the New York YWCA announced typing lessons for women, vigorous protests were made on the grounds that the female constitution would break down under the strain.
6. Men insisted that iron ships would not float, that they would damage more easily than wooden ships when grounding, that it would be difficult to preserve the iron bottoms from rust, and that iron would deflect the compass.



7. Joshua Coppersmith was arrested in Boston for trying to sell stock in the telephone. "All well-informed people know that it is impossible to transmit the human voice over a wire."
8. The editor of the Springfield Republican refused an invitation to ride in an early automobile, claiming it was incompatible with the dignity of his position.
9. Chauncey M. Depew confessed that he warned his nephew not to invest \$5,000 in Ford stocks because "nothing has come along to beat the horse."
10. In 1907, when DeForest put the radio tube in workable form, he was not able to sell his patent and so let it lapse rather than pay \$25 for its renewal.
11. Henry Morton, the president of Stevens Institute of Technology, protested against the trumpeting of results of Edison's experiments in electric lighting as a "wonderful success" when "everyone acquainted with the subject will recognize it as a conspicuous failure."



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Burt and the goddess

Communication and acceptance cause vengeful plan to backfire

As he stalked into the marriage counselor's office, Burt was fed up. He was sure the counselor would be unable to help.

"Look," Burt said, "I want a divorce and nothing you can say will change my mind. The only advice I'm interested in is how to make my wife as miserable as she's made me. I want revenge. Any suggestions?"

The counselor immediately gauged the situation, and on instinct said, "I understand how you feel and I do have a suggestion. But it's vicious. Really heartless. Are you sure about this?"

Excited, Burt leaned forward and said, "Yup, let's hear it."

"Okay," the counselor said, "as soon as you get home start treating your wife as if she were a goddess. Cater to her every whim. Love her. Pamper her. Compliment her profusely. Make life as easy for her as you possibly can. Then, just when she begins to blossom in the glory of your attention, pack up and move out. File for divorce and never speak with her again. She will be crushed forever."

Burt thought the plan was perfect and he put it into action that night. Several months passed. Then one evening at a social gathering, seeing Burt across the room, the counselor approached him and asked, "Burt, how did things



work out? Did you file for divorce?"

"Divorce?" he responded in utter amazement. "I'm married to a goddess! I wouldn't leave her for the world! I took your advice and things are better than ever! We're both very happy."

Here's what you can do: *Whether in marriage or management, when you want someone to change their attitude or actions, first communicate your unqualified acceptance of that person. Although Burt didn't realize it, that's exactly what the counselor advised. When people feel rejected, they usually respond negatively. But if they feel accepted and approved of, then lasting, significant change is quite likely. Whether in marriage or management, people change because they want to.*

A lesson in listening

You have one tongue and two ears — use them in that ratio

A student at Harvard University once asked a respected professor why there wasn't a course offered in conversation. "Is there anything I can do to learn the art of conversation?" the student inquired.

"Certainly there is," answered the professor, "and if you'll just listen, I'll tell you what it is."

Then there was a long, uninterrupted silence. After several minutes, the completely baffled student said, "Well, I'm listening."

"Yes," the professor said with a smile, "You're learning already!"

Here's what you can do: *Remember that you have two ears but only one tongue, and that they should be used in that ratio! You might also want to follow the Ten Commandments for Good Listening:*

1. Stop talking!
2. Show that you want to listen.
3. Remove distractions.
4. Put the talker at ease.
5. Empathize.
6. Be patient.
7. Hold your response.
8. Avoid criticism.
9. Ask questions.
10. Stop talking!

Sweeney's miracle

Amazing potential—just begging to be released

A professor of industrial management at Tulane University in New Orleans, Dr. James Sweeney's lectures on human potential were powerful, but he lacked concrete proof to back up his theories.

One day he met a new employee, George Johnson, who had been hired as the janitor for the bio-medical computer center, which Sweeney was also in charge of.

After a few words of welcome and instruction, Dr. Sweeney became quite aware that George Johnson was not one of the most well educated people he had ever met.

He reviewed George's personnel folder and found that he had been an elementary school drop-out, was almost illiterate, and his only other job had been as a porter in a downtown New Orleans hospital.

If you had looked at George Johnson that day, what would you have seen? What might you have done to help him improve himself? Could a man like George Johnson become so motivated that his life would be altered dramatically?

Professor Sweeney believed it could—and it was that strong conviction combined with his own personal confidence that led him to ask permission of the University to work with George Johnson.

So began Chapter One of Sweeney's Miracle—one person helping another grow, improve, and tap his amazing potential, very much like you may do with your children, employees or the people on your team.

As you do, though, what level of expectancy do you have? And how do you communicate that expectancy to the ones you're trying to help?

Each day Dr. Sweeney worked with Johnson, focusing on their common goal—to enable him to become an assistant to the computer operator in that bio-medical computer center.

Mornings were spent studying, learning and growing; afternoons were spent sweeping and scrubbing floors.

Progress began to show. Johnson was catching on, and finally, after six months, Sweeney felt he was ready. He instructed Johnson to change from his janitor attire to that of a computer operator.

Success, achievement, and then Johnson even began training others. In fact, he went from janitor to programmer ... to one of the top computer people in Tulane!

Self-motivation leadership growth ... wow! It's a miracle they said!

Chapter Two. Now George Johnson no longer worked at Tulane University. He was back in downtown New Orleans.

Only this time, you'd have to go to the home office of Pan American Life Insurance Company, and as you scanned the directory in the lobby, you'd find under the title of Director of Data Processing Operations—Mr. George Johnson. Sweeney's Miracle!

Or was it Johnson's Miracle— or both! What a leader... What a doer! What a teacher...what a student!

One with high expectancy, one with initial desire that was transformed to higher personal expectancy. What caused this dramatic improvement?

Was Sweeney able at will to improve another person? Was Johnson a sleeping genius awaiting to be awakened? Or could it have been one person's belief and positive expectancy in another? One person's commitment to help another to reach more of his potential?

Yes! It was the power of expectancy on Sweeney's part that enabled Johnson to improve himself and to initiate positive productive action.

Here's what you can do:

Ask yourself these questions:

1. What's your level of expectancy?
2. How do you view the people on your team?
3. What amazing untapped potential do they have —**just begging to be released?**

The Corporal meets the Commander in Chief

...and learns the importance of leadership by example

As Commander in Chief of the Continental Army that won American independence from England, president of the convention that wrote the U.S. Constitution, the first man elected President of the United States, and “the Father of His Country,” George Washington was an outstanding leader — one we would do well to learn from.

It is said that on a cold day in winter during the war, Washington wrapped himself in his huge coat, turned his collar up, pulled down his hat and walked out to inspect his soldiers as they fortified their camp. Dressed in this way, no one could distinguish him from a common infantryman.

A group of soldiers caught his attention, and he stopped to watch as they pushed a huge log toward the top of a barricade. A corporal stood to the side, screaming directions while the men struggled.

“Push, men, push!” ordered the corporal. “Up with ‘er, up, up, up!”

The log nearly reached the top, but it was too heavy for the men, and they had to let it roll back down.

“Blast you lazy swine!” yelled the corporal. “Again! Together this time! One, two, three, lift!”

Again the men nearly pushed the log to the top but it was still too much for them, and it fell back.

“You’ll do it if it takes all winter!” the corporal threatened. “Again! Lift!”

Another futile struggle ensued, but this time, just before the log rolled back, Washington himself rushed in and pushed with all the strength in his towering six-foot-two-inch frame.

Finally the log rested atop the barricade, and the nearly exhausted men thanked the stranger.



Washington immediately turned to the corporal and said angrily, “Why don’t you *help* your men with such hard work, when they need a hand?”

“Me?” responded the corporal, indignantly. “Can’t you see, man, *I am the corporal!*”

“Indeed,” replied Washington, as he threw back his coat to reveal his uniform. “And *I am the Commander in Chief!* The next time your men need a hand with some heavy work, perhaps you should send for me!”

Here’s what you can do: As a parent, committee chairman, or in your work as a manager, lead by example. Don’t just tell others how to do something, show them. Don’t say “go,” say “let’s go!” Don’t just assign the task—set the pace! Allow your subordinates to set their own goals. Then ask, “How can I help you achieve those objectives?”

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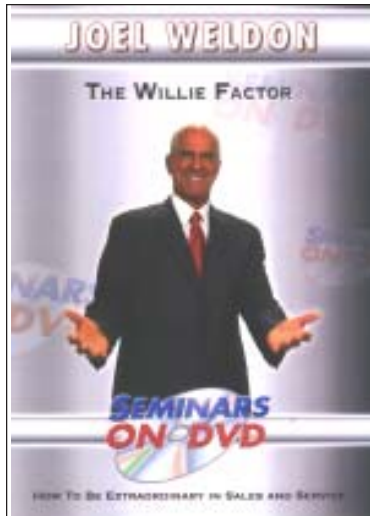
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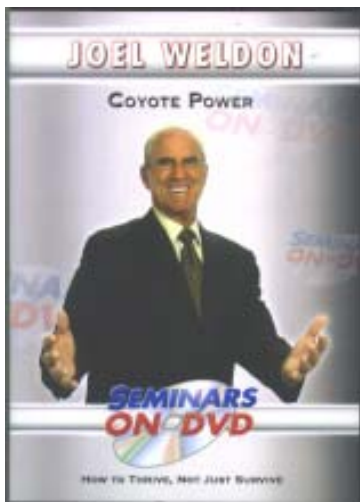
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