

SORTA FUN STORIES

Cost \$5000 to check invoices. Saved \$2000 as result.

Like having a license to steal.

We dont need this ~~ystem~~, we can do it ourselves. Looked at terminals, saved 20,000

Right system - Bob story

Terminal - eliminated need for their product.

In england, France, Holland, Sweden, man from Switcherland.

My own job, \$15000/yr extra

Follow rules - 5000 at 10¢ or 15000 at 2¢

Man exhilarated when he improves his thinking effectiveness

Thank the heavens for Sears Roebuck

Training time 4 weeks → 3 days

COMMERATIVE SPEECH

Objective - To Commend, Inspire and Teach

COMMEND

Typewriter, binoculars, radio, camera, sewing machine

Because highest Q lowest C

Do-it-ourselves story. admired J because first learned from others then deepened the thinking

Now find "made in J" expect good Q, more apt to buy it than if don't find it. That reputation earned by J thinking and doing.

Always Open Mind. Always want to learn what's known, before spending energy to improve it.

INSPIRE

Best use of Brain. Blend better thinking and better doing.

Import, design, mfg, export better Q, better C

When book brought out thinking system, J first in all world to translate and start using.

Fastest train. First Rotary engine.

No fault-finding, improve the good. ~~Ed~~

Each do his job better

TEACH

All groups - all range of abilities and skills. Only increase output of top tenth 10%, but of the middle half of people - 100%, of the lowest tenth - very little. Not only more mental results, per person, but better mental results - means better quality at costs which ~~will~~ win in competition.

Disciplined thinking - Mind tuning - problem setting - manager inclusion, better understanding of needed function by FAST, Use in construction industry, use in services and administrative groups, incentive contracts

How am I inspired?

- 1 When I see someone greatly improve a situation for the benefit of others
- 2 By someone who has consistently led an exemplary life
- 3 By someone who uses great skill in succeeding in something.
- 4 By a story, which I believe, where courage, patience, constant effort, a good plan carried out, saved another or others from disaster
- 5 By a great and successful display of courage in face of danger
- 6 One who has a bad lot, then with courage and steadfastness plans and works himself out of it, benefiting others at the same time
- 7 By one who always makes me happy
- 8 By recognition and honor from solid people
- 9 By a beautiful view, as grand canyon, or a sunset or sunrise, by the view of a table beautifully set with beautiful food
- 10 By an exciting view of a beautiful female, who appears also to be a nice person
11. By one who puts great confidence in me.

THEME TO CARRY OUT CONTINUOUSLY

We all do good work - helps do better

Every man, on every job, can help by thinking better

More satisfying to think better - get better results

All mens output differs, more satisfying to each to get better results from his own thinking.

Coaching for champions

Large importance in a little more excellence, win the order

Life is good

Makes the good better

Help our team win

Happier with our improved thinking ability