

# 10 COMMANDMENTS

## Leadership

1. People are illogical, self-centered and unreasonable.  
*Love them anyway.*
2. If you do good, people will accuse you of selfish, ulterior motives.  
*Do good anyway.*
3. If you are successful, you win false friends and true enemies.  
*Succeed anyway.*
4. The good you do today will be forgotten tomorrow.  
*Do good anyway.*
5. Honesty and frankness make you vulnerable.  
*Be honest and frank anyway.*
6. The biggest people with the biggest ideas can be shot down by the littlest people with the littlest ideas.  
*Think big anyway.*
7. People favor underdogs, but follow only top dogs.  
*Favor some underdogs anyway.*
8. What you spend years building may be destroyed overnight.  
*Build anyway.*
9. People really need help, but may attack you if you do help them.  
*Help them anyway.*
10. Give the world the best you have and you will get kicked in the teeth.  
*Give the best you have anyway.*