

# 9 Guidelines to Consider

Source Unknown

Charles Hendrickson Brower, of the Batten, Barton, Durstine & Osborn advertising agency, circulated a memo to his staff upon his retirement which included these lessons learned in 43 years in business:

1. Honesty is not only the best policy, it is rare enough today to make you pleasantly conspicuous.
2. The expedient thing and the right thing are seldom the same thing.
3. The best way to get credit is to try to give it away.
4. You cannot sink someone else's end of the boat and still keep your own afloat.
5. If you get a kick out of your job, others will get a kick out of working for you.
6. It is not important that you come in early and work late. The important thing is why.
7. Chicken Little acted before her research was complete.
8. A man of stature has no need of status.
9. Many people know how to make a good living. Few know what to do with it when they have it made.

