

WHAT OTHER PEOPLE THINK OF YOU IS NONE OF YOUR BUSINESS

MY OUTLOOK ON LIFE IS A DIRECT REFLECTION OF HOW MUCH “I” LIKE MYSELF.

MEDIOCRE PEOPLE HAVE A LOW TOLERANCE FOR OTHER PEOPLES’  
**SUCCESS**

PLAYING IT  
**SAFE**  
LEADS TO  
MEDIOCRITY,  
NOT GREATNESS

EVEN A GANGSTER CAN  
HAVE INTEGRITY

EAT MORE  
**PLANT  
FOOD;**  
EAT LESS FOOD  
MANUFACTURED  
IN PLANTS

**TRAIN YOURSELF**  
TO MEDITATE IN ONE MINUTE.  
POWER DOWN TO POWER UP

FEAR AND DOUBT IS A CHOICE JUST LIKE FAITH AND PATIENCE

WHEN IT COMES TO GOALS, PEOPLE AND PRIORITIES, SPEND TIME ONLY ON YOUR TOP THREE

**CHOOSE** A LIFE  
OF YOUR  
**OWN**  
DESIGN

IF PEOPLE COMPARE YOU TO GANDHI, YOU HAVE NOT DONE YOUR JOB. OUR LIFE IS TO SEE PEOPLE GO BEYOND WHAT WE HOLD AS ICONIC

TIME IS A NON-RENEWABLE  
**RESOURCE**  
– KRISTEN LAMB –

THIS IS NOT OUR  
**PRACTICE  
LIFE**

THE MANY RELIGIONS TELL US  
THERE IS NO SINGLE RIGHT  
WAY, ONLY MANY RIGHT WAYS

THE FALSE ADVERTISING OF FAST FOOD COMPANIES  
SHOULD MAKE YOU SICK TO YOUR STOMACH

OUR PEOPLE  
DON’T WANT  
A PAT ON  
THE BACK,  
THEY WANT TO  
CONTRIBUTE  
**AND BE  
EFFECTIVE**

**JUICED  
FRESH  
LOCAL  
VEGGIES**  
ARE THE NEXT  
MEDICINE

TIME IS THE  
**MOST  
EXPENSIVE  
COMMODITY**

AN ENTREPRENEUR MAY BE SOMEONE TOO INCOMPETENT TO  
**WORK FOR SOMEONE ELSE**

TRAVEL  
WILL SHOW YOU  
THERE ARE  
**MANY  
WAYS  
OF BEING  
RIGHT**

**DON’T LET  
ANYONE  
WASTE YOUR TIME**

DON’T COMPARE YOUR LIFE TO  
OTHERS. YOU HAVE NO IDEA WHAT  
THEIR JOURNEY IS ALL ABOUT

SIT ALONE FOR ONE HOUR A WEEK WITH A  
PEN AND A PIECE OF PAPER.

**THINK  
BIG**

**DESIGN** YOUR  
FUTURE  
**LIFE**  
AND GOALS AS  
THOUGH YOU HAVE  
**AMNESIA**

**TIME  
IS PRECIOUS**

SAVE 20 PERCENT AND RISK THE  
REST – YOU ONLY HAVE ONE LIFE

TO CREATE  
THE NEXT BEST THING,  
YOU MAY HAVE TO LEAVE  
SOMETHING YOU ARE  
FULLY INVESTED IN  
**BEHIND**

ON MY TOMBSTONE,  
I WANT IT TO SAY  
“ALL USED UP”  
– WERNER ERHARD –

**NO PERFORMANCE  
WITHOUT ACTION**

**READ EVERYTHING YOU CAN;**  
IS THE COMPETITIVE  
**KNOWLEDGE EQUALIZER**

**LUXURY = TIME + SPACE**

MAKE BIG DECISIONS AS  
THOUGH YOU ARE LYING  
ON YOUR DEATH BED.  
**WHAT IS  
REALLY  
IMPORTANT?**

TO BE OF ANY VALUE AS  
A HUMAN BEING YOU  
HAVE TO KEEP GROWING

**A LEADER  
CREATES**  
A FUTURE THAT WOULD  
OTHERWISE NOT HAVE OCCURRED

**RESPECT  
FEELS LIKE LOVE**

SMARTPHONES KILLED THE  
BALANCED LIFE. NOW THERE  
IS ONLY A LIFE OF CHOICE

**DO IT  
RIGHT**  
FUCKING NOW

**FORGIVE**  
YOUR MOTHER AND FATHER

BURN THE CANDLES, USE THE NICE SHEETS, AND WEAR THE FANCY LINGERIE.  
**DON’T SAVE IT FOR A SPECIAL OCCASION.  
TODAY IS SPECIAL**

**FEELING UNINSPIRED? SURROUND YOURSELF WITH CHILDREN**

**GOOD  
CONVERSATION IS  
CURRENCY**

IF YOU ARE SWEATING, YOU ARE PRESENT AND  
**POWERFUL**

**LIVE  
LIFE**  
ON THE  
COURTS,  
NOT IN THE  
STANDS

MORNING BURPEES  
ARE BETTER FOR YOU THAN  
MORNING COFFEE

YOU ARE RESPONSIBLE FOR THE  
**ENERGY**  
YOU BRING INTO A SPACE  
– JIM BOLTE –

**TIME OR CHOICE HEALS EVERYTHING**

WITHOUT ORVILLE’S FIRST PLANE, THE JET WOULD HAVE NEVER BEEN BUILT.  
**WE MUST START SOMEWHERE TO DEVELOP GREATNESS**

IF IT TAKES MORE  
THAN TWO EMAILS,  
PICK UP THE PHONE.

COKE, PEPSI AND ALL OTHER POPS WILL BE KNOWN AS THE CIGARETTES OF THE FUTURE (1998)

MEDIOCRITY IS CHRONIC  
INCONSISTENCY  
– JIM COLLINS –

WHEN SOMETHING GOES WRONG ASK  
THE JAPANESE 5 WHY’S  
TO GET THE REAL ANSWER

**TRUST** YOUR GUT  
YOUR BODY IS ALWAYS  
**HONEST**

BEING AN INFORMED  
CHEERLEADER IS  
DIFFERENT FROM  
COMPLAINING

GIVE UP “LOOKING GOOD”.  
EVERYONE SUBCONSCIOUSLY  
KNOWS A FAKE

ALCOHOL AND DRUGS ARE THE SISSY WAY OF BEING IN THE MOMENT

STRETCHING GOALS, FAILING AND RESETTING OUR  
**GOALS** PREPARES US FOR  
NORMAL LIFE

**YOUR  
BRAIN**  
IS DESIGNED FOR  
SURVIVAL  
**AND**  
REPRODUCTION  
NOT FOR LIVING A  
PHENOMENAL  
**LIFE**

**COFFEE  
IS THE PERFECT  
CHASER  
TO WATER**

I WILL NEVER STOP  
WORKING BECAUSE  
ALL I CAN SEE IS  
POSSIBILITY

HOWEVER GOOD OR  
BAD A SITUATION  
IS, IT WILL CHANGE

COME UP WITH THREE SOLUTIONS FOR EVERY QUESTION OR CHALLENGE

MEDIA WILL CREATE SENSATION TO CREATE HITS  
TO SELL ADVERTISING TO FEED THEIR FAMILIES.  
**FIND THE TRUTH**

IF YOU ARE LIVING  
IN CHOICE, THERE  
IS NO SUCH THING  
AS WASTED TIME

FIND OUT IF YOU ARE  
INTERESTING  
WITHOUT  
**ALCOHOL**

I CAN ONLY  
LOVE SOMEONE  
ELSE TO THE  
EXTENT I LOVE  
**MYSELF**

YOU CAN CHOOSE TO OVERRIDE YOUR BASIC INSTINCTS FOR SURVIVAL

**INTEGRITY** IS NOT MORALITY.  
**INTEGRITY**  
IS DOING  
WHAT YOU SAY  
YOU WILL DO,  
WHEN YOU SAY  
YOU WILL DO IT.

FIRING SOMEONE BAD IS  
**EASY** FIRING SOMEONE GOOD  
IS DIFFICULT.

**HYDRATE  
CAFFEINATE  
MEDITATE**

DOG URINE KILLS GRASS, BUT THE RIGHT AMOUNT OF URINE MAKES GRASS GROW EXTRAORDINARILY FASTER IN THE CIRCLE AROUND THE PEE. WE NOW KNOW A LITTLE DDT MAY BE GOOD TO KILL CANCER. GERMAN TRACK ATHLETES SMOKE AFTER A RACE. VACCINES WORK. PERHAPS A FEW CIGARETTES OR A COKE IS VERY GOOD FOR YOU IN SMALL DOSES. UNFORTUNATELY, IT DOESN’T WORK FOR THE POOR OR UNEDUCATED OR THOSE SUSCEPTIBLE TO ADDICTION.

**SALT + BUTTER + HIGH FRUCTOSE CORN SYRUP = DEATH**

NEVER MAKE LUNCH  
PLANS YOU DO NOT  
INTEND TO KEEP

**READ,  
READ,  
READ**

DON’T LET  
**10%**  
OF THE  
VOICES ON  
SOCIAL  
MEDIA  
SOUND  
LIKE  
**90%**

YOUR BRAIN IS A HARD DRIVE. POWER DOWN  
TO POWER UP AND MAXIMIZE YOUR LIFE

IF I HAVE OVER 15  
“FRIENDS”  
I AM OVERLOADING MY  
CAPACITY TO  
BE CLOSE

PEOPLE WILL ALWAYS BRING UP THE  
DOWNTRODDEN AND CUT THE LEGS  
OFF GREAT THINKERS TO INCREASE  
THE NUMBER OF PEOPLE IN THE  
MIDDLE TO REPRODUCE WITH

PEOPLE SEXUALLY UNDER-PERFORM  
BECAUSE THEY ARE NOT ACTUALLY  
**PRESENT**

**SURF, SKI, SKATE,  
SMOKE, SMOKED SALMON,  
GREENPEACE, MAYOR MOONBEAM  
URBAN** UNDERCOVER ATHLETES, YUMMY MOMMIES,  
THE GROUSE GRIND  
**HIPPIES** THE ‘COUVE CRUISE  
WRECK BEACH  
AND THE BEST DAMN TAP WATER IN THE WORLD  
**VANCOUVER**