

# 10 Keys to Unlocking Your Potential

We like to refer to these 10 'paradoxical commandments' from Dr. Kent M. Keith from time to time to keep us focused and on track. They hang on the wall of Mother Theresa's orphanage in India and give us the inspiration to make a difference. We hope you find they help you unlock your potential and achieve all you want.

1. People are illogical, unreasonable and self-centred (including me).  
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 favour underdogs, but follow only top dogs.  
Fight for a few 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.

If you would like help in unlocking your own potential or that of your business, just call us on 01244 681068 or email us at [sales.sewells.com](mailto:sales.sewells.com) for a FREE consultation. With nearly 50 years' experience in achieving breathtaking performance improvements, our reputation is unsurpassed.