

Starting Points

for Achievers



INNOVATIONS FROM SPACE

NASA's space shuttle program, started in 1972 and scheduled to end this year, has been responsible for innovations such as cell phone technology, home water purification systems, prosthetic arms, solar power, and ear thermometers for children, among others.

Scott Andrews/Science Faction/Corbis

"Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow."

—WILLIAM POLLARD, PHYSICIST AND PRIEST

"Innovation is the specific instrument of entrepreneurship."

—PETER F. DRUCKER, POLITICAL ECONOMIST AND AUTHOR

"I want to be looked back on as being very innovative, very trusted and ethical and ultimately making a big difference in the world."

—SERGEY BRIN, CO-FOUNDER, GOOGLE



Claim Your Name

➡ Increase Your Web Presence

If you haven't typed your name into a search engine to see what information pops up, you are one of the rare few. But your online identity doesn't have to be a mystery. With the right resources, you can manage and increase your Web presence—and it just might draw traffic to your business.

➡ **Know your online identity.** Snitch.name offers a glimpse of what information about you exists online. If you find information that's incorrect or unfavorable, contact the Webmaster at the site where you found it, or use Google's URL removal tool at Google.com/webmasters/tools/removal. (Be aware that certain public information, such as arrest and court records, can only be expunged by judge's order.)

➡ **Make it easy for people to find you.** If you register your name with Google.com/profiles, or PeekYou.com, you can include information about your business, add URLs, upload a

photo and be found easily with a search engine. Social networking sites also can increase your exposure, so be sure you are using Facebook, Twitter and LinkedIn.

➡ **Start a Web site or blog.** Try WordPress.com, Blogger.com, Tumblr.com or TypePad.com to start a blog. To purchase and start a URL, visit GoDaddy.com, Webs.com or Web.com. To get more Web site hits, sign up for StumbleUpon.com and ask friends to recommend your site so it's shared and discovered by more people. Favorable quality ratings will increase Web views. Link your site to other

established Web sites in your area of expertise to enhance your online network.

➡ **Understand search terminology.** Using highly searchable words in the content of your Web site or blog enables potential customers to find your site faster. To find out which words are more searchable, or attract more hits during an online search, check out Google's Search-based Research Tool at Google.com/sktool. For some basics on search engine optimization, check videos such as "Finding Keywords and Missed Opportunities" and "Gauging Keyword Performance."



ACHIEVERS TWEET



Who do you think is the world's best innovator and why?

A:

"Ray Kroc. He mastered the franchise model and it is still being copied."
—@Bradleycoaching

"Steve Jobs. He brings character, design and lifestyle to inanimate objects. Apple bridges lifestyle and technology."
—@caseymugar

"In current times, best innovator: Steve Jobs. He's able to foresee and capitalize on consumers' desire—iPod, NOT another Walkman!"
—@inspiretovision

"Sir James Dyson, inventor of the Dual Cyclone bagless vacuum cleaner." (Some of the other products Dyson has created include the Wheelboat, which can travel on land and water; the Airblade, a very fast hand dryer; and the Air Multiplier, a fan without blades.)
—@onelifelife

Also Read
Steve Jobs' story on page 42.

Growing Together

Bill Gates and his father learn invaluable lessons from each other.

Bill Gates and his parents were often at odds when he was growing up. Gates was a precocious child, headstrong and full of energy.

As a student at Harvard, he dealt his parents, Mary and William Gates, a crushing blow when he announced plans to drop out. "Of course, Mary and I were just sick when Trey [Bill's family nickname] told us he planned to leave college to take advantage of a window of opportunity he believed would be long gone by the time he graduated from Harvard," the elder Gates writes in *Showing Up for Life: Thoughts on the Gifts of a Lifetime*, published last year.

Meantime, as the younger Gates worked on that opportunity—the startup that would become software giant Microsoft—he increasingly sought his parents' counsel. On Sundays, he would visit and talk about his challenges. Before taking Microsoft public, he discussed potential downfalls with them. Later, when responsibilities of running the multibillion-dollar corporation kept him from considering mounting requests for donations from nonprofits, he sought help from his father, who was retired from a Seattle law firm and widowed. Soon, Bill Gates set aside \$100 million to create a foundation his dad would run as co-chair.

"As a father, I never imagined that the argumentative young boy who grew up in my house, eating my food and using my name would be my future employer," the elder Gates told nonprofit leaders in a speech several years ago. "But that's what happened."

As father and son learned to work together, they came to appreciate each others' differences as being complementary. Together, with Gates' wife Melinda, they have built a \$33.5 billion foundation and have come up with novel approaches



Brian Snyder/Reuters/Corbis

aimed at improving educational opportunities in the United States and eradicating hunger and disease worldwide.

"Perhaps there's a lesson in this for the parents of other curious children, who, from the start, require the freedom to meet life on their own terms," the elder Gates writes. "It is that there is no statute of limitations on the dreams you have for your children. And there is no way to predict how much delight you might feel when those dreams are realized in a far different way than you could have imagined."

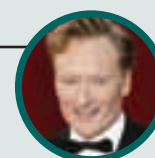
Fathers & Sons

"Nothing I've ever done has given me more joys and rewards than being a father to my children."
—Bill Cosby

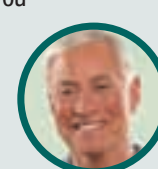


"I never had a speech from my father 'this is what you must do or shouldn't do' but I just learned to be led by example. My father wasn't perfect."
—Adam Sandler

"Being a dad is the greatest, except for assembling things."
—Conan O'Brien



"If you raise your children to feel that they can accomplish any goal or task they decide upon, you will have succeeded as a parent and you will have given your children the greatest of all blessings."
—Brian Tracy



Genius Moment: Richard James, an engineer in the Navy, invented the Slinky in 1943 after a torsion spring fell off his desk and he thought it appeared to "walk."

Bill Cosby: Kim Kulish/Corbis; Adam Sandler: Tim Mosenfelder/Getty Images; Conan O'Brien: Jeffrey Mayer/WireImage/Getty Images



FROM THE ARCHIVES

A Master of Mechanics

The following story appeared in the 1902 issue of SUCCESS.

Every now and then, a man is “discovered.” For years, he works on quietly, performing some great task.

Duane H. Church might have been a great ironmaster, or shipbuilder, or cotton spinner; chance made him a watchmaker, and now that he has been “discovered,” it is recognized that he is the greatest living watchmaker; but, for 20 years, he has worked in the same shop, known to but a few. He has labored to improve conditions, without seeking praise. In these days of wonderful industrial progress, one hears a great deal of labor-saving machinery, of the ingeniously contrived automatons that do the work of many men.

Not very many years ago, Mr. Church was an itinerant watchmaker—a very good workman, to be sure, but just a plain artisan. Of a roving nature, he left the East, where he was born half a century ago, and sought fortune in the West. His bent was for mechanics; he liked to tinker with machines. In St. Paul he met a watchmaker named Gridley, from whom he learned his trade. While working at his bench one day, Gridley stopped to examine a watch Church had been at work on.

“Is that the best you can do?” he asked.

“Maybe I might do a little better,” said Church.

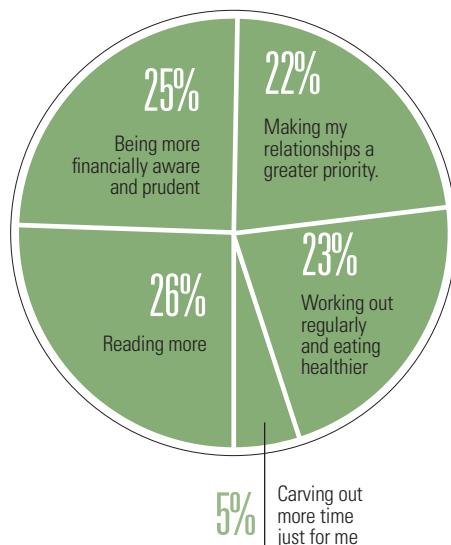
“Then, young man,” said Gridley, “you just begin and do it all over again, and remember this: never leave a piece of work until you have done the best you know how to do.”

The great watchmaker says that he began to achieve success from that day.

Mr. Church is constantly at work making more wonderful machines, and more than 150 watchmaking machines bear his name and the stamp of his genius.



SUCCESS.com Asks What positive change have you made this year?



Web Watch Save Money



► ShipGooder.com

ShipGooder.com compares the prices of major mail carriers so you can select the least expensive way to ship a package. Enter the weight of the package, your ZIP code and the ZIP code of the recipient, and compare prices of local and regional carriers such as FedEx, UPS, the U.S. Postal Service and DHL. The site also allows you to compare one-day and two-day delivery options and prices.



Genius Moment: In 1853, chef George Crum fried up some paper-thin slices of potato in grease to please a diner who said his fries were too soggy. Soon potato chips were sold all over the world.

Change to Change Your Life ► Innovative Ways to Reach Your Goal

Benjamin Franklin once said, “Never confuse motion with action.” If you are frantically busy but not getting any closer to your goals, it might be time to ditch your routine and try these life-changing tips from the experts.



Use the rule of five, says Jack Canfield, co-founder of the *Chicken Soup for the Soul* series. Everyone has a breakthrough goal—a goal that you have always wanted to reach. List five actions you could take today on your breakthrough goal and do them. Repeat the same steps every day until you break through.

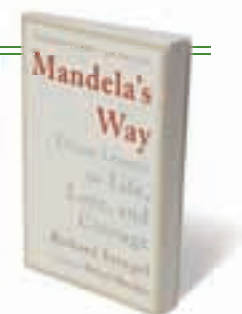
Get up one hour earlier than the rest of your household. “Use the time as an inspirational hour—reconnect with your mission, core values

and review your goals,” says Robin Sharma, motivational expert and author of *The Leader Who Had No Title*. “This will build deep focus against distractions as you move through your day.” Or spend your hour meditating, visualizing achieving what’s most important to you, writing in a journal, reciting affirmations or exercising.

Confront fear. Andy Andrews, best-selling author of *The Traveler’s Gift*, says people need to identify where fear has hindered their progress. “List five ways fear held

you back and for each write down the actions you are committed to taking on a consistent basis to make your fears irrelevant.”

Push through major snags. Lots of people get stuck or procrastinate when they don’t know how to do the next step. Talk to someone who has done it before or brainstorm with other people. Sandra Felton and Marsha Sims, authors of *Organizing Your Day*, suggest taking a break, changing your scenery or taking a walk.



At the Bookstore

Mandela’s Way: 15 Lessons on Life, Love, and Courage

by Richard Stengel
(Crown, March 2010)

Within every hero lies a natural-born leader. And, according to Richard Stengel’s new book, any leader can benefit from the lessons of Nelson Mandela’s fascinating life. Among the 15 lessons outlined, readers will find valuable principles upheld by a revered yet humble man who simultaneously fought for justice and peace.

You’ll learn:

- Why courage is not the absence of fear
- The importance of having a core principle
- To know when to say no

Genius Moment: Ernest A. Hamwi wasn’t having much luck selling a thin type of waffle at the 1904 World’s Fair. That is, until he rolled them into cone shapes and put ice cream on top. The ice cream cone was born.



SUCCESS in Seconds You could...



BUILD YOUR MUSCLES.
Work your abs and back by holding the plank position.



SHARE WISDOM.
Pass along a book you love to a friend.



CLEAN IT UP.
Wipe down your fan so it can cool you off without spreading dust.



WORK YOUR WAIST.
Stick your elbows out to your sides and twist right and left.



CONNECT.
Make eye contact with someone you pass on the street and smile.