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Deep within us dwell slumbering powers...  
powers that would astonish us, that we never dreamed of possessing...  
forces that would revolutionize our lives if aroused and put into action.  
- Orison Marden

**Robert K. Cooper, Ph.D. presents**  
**Priorities For Life™**  
**REACHING THE NEXT LEVEL AND BEYOND**

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Sometimes...good is **good enough**.

But throughout our lives, one thing to watch out for is...  
Whenever we're good at something, we instinctively **repeat** it.  
Then...It's becomes **routine**. **Autopilot**.

If we're lucky, sooner or later we realize that...Good is the **enemy** of great.

If you want **great**, you have to **give up** good.  
What could be wrong with that? Only **one thing**  
Great is **never** the best of what's **possible**.  
It's simply the **best thing** most of us can see at this moment.  
Good & great are the **enemies** of **possible**.

Whether as individuals or corporations...Being labeled as great reassures us we've hit on **one best way** to succeed. **Our way**.

At once we begin to **defend** this **one best way**.  
As the world keeps changing... We try even harder to use our **one best way** to be great.  
Like a vehicle stuck in mud, we spin the tires faster and faster. The ruts get **deeper**.  
We struggle mightily. And, almost inevitably, we **lose** or **fall**.  
It's the **untold story** of civilizations, leaders, individuals, and organizations.  
Since 1995, over half of the "Companies of the Year" have **plummeted**.  
Of the Fortune 500 in 2000, 30% **no longer exist**.  
Have you ever thought about how many once-great companies have gone from...**famous** to **fallen**?

A few of the many...

SMITH-CORONA - *The typewriter is the permanent solution to writing...*  
MONTGOMERY WARD - *The ultimate discount department store...*  
A&P - *The top grocery store...*  
EDISON RECORD COMPANY - *The one main source of recorded music...*  
ATARI - *The number one game company...*  
DIGITAL EQUIPMENT COMPANY - *Indispensable to business computing...*  
SCHWINN BICYCLE COMPANY - *The one great bicycle company...*  
WESTERN UNION - *All important messages come by telegraph...*

Think about the **experts** who said yesterday's **best** was all there was...**and were wrong**.

Man will never reach the moon  
There's a world market for about five computers  
Plastic cards will never replace cash  
"Lord of the Rings" will never be made into a successful movie  
No runner will ever break the four-minute mile  
Rock & Roll won't last a year  
Overnight delivery can't succeed as a business  
Instant Messaging will never catch on

Those who **reach** beyond great, see great for what it is...  
a momentary point on the rising path to what's **possible**.

So where do **you** start...on the path to what is possible?

Look around you.

Notice...what's good or great.

Then ask... What's hidden? - What's better? - What's next?

**Welcome** the people who constructively bug you.

You know, the ones who make unreasonable demands on **you**.

**Difficult** colleagues.

**Front-running** clients.

**Eccentric** neighbors.

**Disgruntled** customers.

**Demanding** investors.

**Challenging** coaches.

**Nagging** mentors.

**Rebellious** children.

Being around them produces **constructive discontent**. They are **true** allies.

Without this **friction**, there's no inner **fire**.

**Use it** to get out of ruts - to keep stretching - to unlock hidden capacity.

**Excuse yourself** from meetings that don't matter.

Say **no** to hurry-up tasks and well-worn habits that don't move you **forward**.

See people as **geniuses** in **hiding**...instead of **problems** needing to be **fixed**.

Come up with at **least** one small **crazy** idea every day.

*The way you used to – when you had everything to gain and nothing to lose.*

Every time you find something **better** or **beyond**...**build on that**.

Hang out with **more** people who **add** energy to your life...instead of **draining** it.

Impossible is **not** a fact. It's an opinion – temporary – a question mark – a dare – a double-dare

Every moment, you can **choose** to...go along with the status quo  
buy into what is good enough  
buy into what was great yesterday  
or **reach** beyond it

This is your time.

This is your chance.

If not now, when?



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