

Business and Economic Ethics

Dr. Hicks

On the Essay

Topic: “What essential character traits and business skills lead individuals and organizations to succeed?” Reflections on *Forbes Greatest Business Stories of All Time*, *Atlas Shrugged*, and *Kaizen* interviews with successful entrepreneurs.

General instructions: Using our assigned class readings from *Forbes* and *Atlas* in addition to your own choice of *Kaizen* interviews, develop your answer to the topic question. Spend about 1,000 words reporting on themes from the readings, and about 1,000 words presenting your philosophy of success based on your research and thinking.

Length: 2,000 words.

Due: Thursday, April 28, 11 a.m.

Note: Center for Ethics and Entrepreneurship prizes for the best essays in Philosophy 325: \$300 for First Place. \$100 each for two Honorable Mentions.

WOODEN ON LEADERSHIP™

THE ART OF SUCCESS

PYRAMID OF SUCCESS

COMPETITIVE GREATNESS
"Perform at your best when your best is required. Your best is required each day."
FAITH PATIENCE

POISE
"Be yourself. Don't be thrown off by events whether good or bad."
CONFIDENCE
"The strongest steel is well-founded self-belief. It is earned, not given."

CONDITION
"Ability may get you to the top, but character keeps you there – mental, moral, and physical."
SKILL
"What a leader learns after you've learned it all counts most of all."
TEAM SPIRIT
"The star of the team is the team. 'We' supercedes 'me'."

SELF-CONTROL
"Control of your organization begins with control of yourself. Be disciplined."
ALERTNESS
"Constantly be aware and observing. Always seek to improve yourself and the team."
INITIATIVE
"Make a decision! Failure to act is often the biggest failure of all."
INTENTNESS
"Stay the course. When thwarted try again; harder; smarter. Persevere relentlessly."

INDUSTRIOUSNESS
"Success travels in the company of very hard work. There is no trick, no easy way."
FRIENDSHIP
"Strive to build a team filled with camaraderie and respect: comrades-in-arms."
LOYALTY
"Be true to yourself. Be true to those you lead."
COOPERATION
"Have utmost concern for what's right rather than who's right."
ENTHUSIASM
"Your energy and enjoyment, drive and dedication will stimulate and greatly inspire others."

12 LESSONS IN LEADERSHIP

1. Good Values Attract Good People
2. Love Is The Most Powerful Four-Letter Word
3. Call Yourself A Teacher
4. Emotion Is Your Enemy
5. It Takes 10 Hands To Make A Basket
6. Little Things Make Big Things Happen
7. Make Each Day Your Masterpiece
8. The Carrot Is Mightier Than A Stick
9. Make Greatness Attainable By All
10. Seek Significant Change
11. Don't Look At The Scoreboard
12. Adversity Is Your Asset

"Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."
John Wooden, Head Coach

*"Failure to prepare is preparing to fail."
"Don't mistake activity for achievement."
"True success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of."
"Success is not in destination, it is a journey."*

SUCCESS

Leadership

www.CoachJohnWooden.com