



As a gift upon graduation from UCLA's Business School, I received H. Jackson Brown, Jr.'s *Life's Little Instruction Book*. Brown wrote this as a gift for his son who was leaving home to begin his freshman year in college. Since its debut in 1991, this little book of "observations" has sold more than nine million copies, appeared for more than two years atop the *New York Times* bestseller list, and has been translated into 33 languages. Brown's observations are direct, simple, practical, and applicable to the podiatric profession's leaders who are working to achieve the goals needed to advance our specialty. They are also relevant to anyone managing a podiatric practice.

An observation particularly pertinent to our journey is, "Remember that overnight success usually takes about fifteen years." Think of this every time someone asks, "What's taking so long?" Though you have probably heard many of these "one-liners" over the years, some are

worth bearing in mind when taking on a challenging task or project. Twenty-five of the more than 1,500 observations from Brown's book are listed below. These address the importance of 1) leadership, 2) those who came before us, upon whose shoulders we stand, 3) keeping a positive

- 4) Instead of using the word "problem," try substituting the word "opportunity."
- 5) Go the distance. When you accept a task, finish it.
- 6) Become famous for finishing important, difficult tasks.
- 7) Remember that a successful future begins right now.

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attitude, and 4) negotiation skills.

- 1) Be a leader: remember the lead sled dog is the only one with a decent view.
- 2) Remember that nothing important was ever achieved without someone taking a chance.
- 3) Don't expect others to listen to your advice and ignore your example.

- 8) When there is a hill to climb, don't think that waiting will make it smaller.
- 9) Start every day with the most important thing you have to do.
- 10) Ask yourself if what you're doing today is getting you closer to where you want to be tomorrow.

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11) Remember that anything worth doing is going to take longer than you think.

12) Remember that overnight

17) Never allow someone to intimidate you.

18) Don't forget, a person's greatest emotional need is to feel appreciated.

19) Criticize the behavior, not the person.

25) Never buy a Rolex from someone who is out of breath.

These are the essential attributes necessary for achieving success. They are what we should be seeking in our recruitment of leaders and are key to gaining support from stakeholders who are not members of our team. H. Jackson Brown's "little book" contains 1,500 more such astute observations, some which may be relevant to challenges that you are facing. If you found these 25 insightful, you might want to read them all. **PM**

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13) Be willing to lose a battle in order to win the war.

14) Spend less time worrying about who's right, and more time deciding what's right.

15) Learn to disagree without being disagreeable.

16) Don't confuse foolishness with bravery, and don't mistake kindness for weakness.

20) Learn to listen. Opportunity sometimes knocks softly.

21) Become the most positive and enthusiastic person you know.

22) Never cut what can be untied.

23) Never forget the debt you owe to all those who have come before you.

24) Be modest. A lot was accomplished before you were born.



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