
7Laws

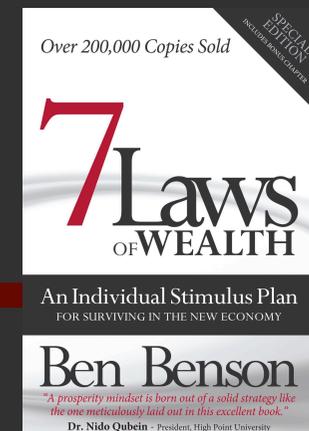
Ben Benson
CEO
Benson & Company

Law One:

Gain Control

Promote Self Leadership & Initiative
Reputation, Distinction & Power will Result

When you decide to do something great, you must see it to the end. Never shrink from the responsibility of a once-made decision. No life ever grows great until it is controlled, focused and resolute. You must hold yourself accountable to a higher standard than anybody else expects. No excuses. To become out-standing, you must literally stand out. The price of greatness is responsibility.



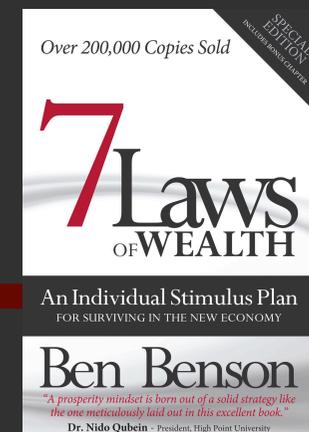
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Law Two:

Embrace the Future

Develop a Clear Aim & Intentions
But be Discerning & Responsive in Approach

Your circumstances may be unfavourable, but they can change significantly –if you can perceive an ideal and strive to reach it. You must endeavour to unveil your innate bounty, by cultivating expertise in your own field while being alert to new ideas from any source of inspiration. Many valuable ideas at first seemed strange and awkward, even impossible, but were ultimately accepted as the best and only way. The longer our imagination retains the new idea, the clearer and more attainable it becomes.



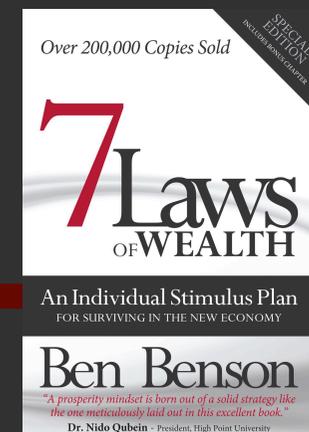
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Law Three:

Own a Strategy

Before all else be Equipped Armed & Ready
Move Forward with Caution, Vigilance & Discretion

The man who enters prepared has his battle half won. He will be rated by his ability to anticipate his problems rather than to stumble upon them as they arise. Engineers can design bridges, calculate stresses and strains, and draw up detailed plans, but the great engineer is the man who can tell whether the bridge should be built at all. He who plans knows where he is going, how long the journey will take, and when he will arrive. All great accomplishment is won first, through strategy.



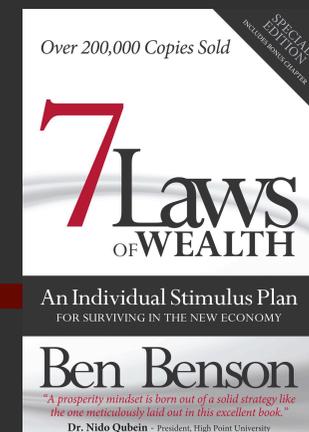
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Law Four:

Always Execute

Boldness & Audacity Yield Results,
But be Observant & Adaptive in Attack

For successful action, nothing is more useful than narrowness of thought combined with energy of will. Every noble work is at first impossible. Unless a capacity for thinking be accompanied by an equal if not greater capacity for action, we are doomed to fail. The inspired ideas of even a superior mind will perish on the rocks of endless contemplation. The thought is the seed, but only action can propagate it. The end of all knowledge should be valiant and bold execution.



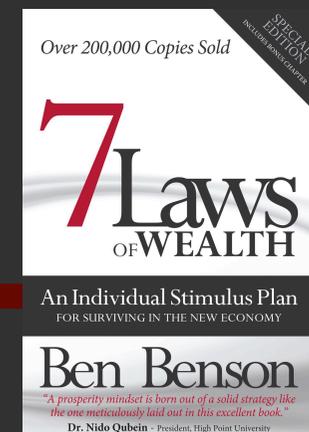
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Law Five:

Create Value

Service to the Many is the Key to Riches
Profit to the Giver is the Consequential Effect

If you feel that your rewards are unjust, begin your efforts to carefully rectifying the situation by carefully examining the service you are rendering, especially the spirit in which you are rendering it. Great enterprise is built not on deception and manipulation, but on providing goods and services that create more value for customers than what they pay in return. The true measure of a business is not the number of customers it has, but the number of customers it serves.



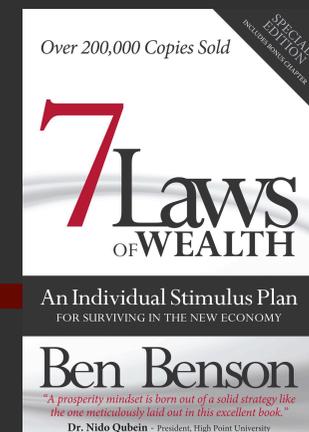
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Law Six:

Seek Growth

Change is One Thing – Inevitable & Assured
Progress is Another, Cultivated & Created

To grow and know what one is growing towards – that is the source of our strength and self-confidence. Character is forged by surmounting difficulty while proceeding toward a worthwhile outcome. We must seek to surpass that which we have already mastered if we are ever to progress and prosper. There is no royal road to riches. One thing at a time, and all things in succession. That which grows slowly endures, for all life is growth.

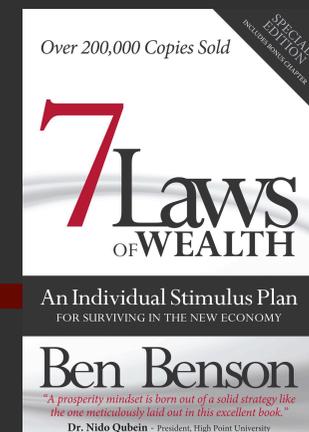


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Law Seven:
Give Back

Don't Let Prosperity Destroy Generosity

He who is not liberal with what he owns now...does but deceive himself when he thinks he would be liberal if he had more. If there be any truer measure of a man than by what he does, it may be by what he gives. Revered are those who can give without remembering. Remembered are those who take without forgetting. Examples are few of men ruined by giving. In all you do, Give Back.



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