


The Apache logo is displayed in a stylized, italicized yellow font on a dark brown rectangular background in the top left corner.

Apache

The background of the slide is a photograph of an offshore oil rig at sea. The rig is a complex of steel structures, including a derrick and various platforms, situated on a blue ocean under a clear sky. A helicopter is visible in the distance. The image is overlaid with a large, dark brown, semi-transparent geometric shape that contains the text.

A RECIPE FOR SHAMELESS,  
CONSTRUCTIVE SELF-PROMOTION  
(OR HOW TO SUCCEED IN SPITE OF  
YOURSELF)

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# SUCCESS IS PERSONAL. HOW DO YOU DEFINE IT?

- Only you can do it.
- Don't model the success of others.
- Your success comes in only one size – yours.
- Goals change – don't be surprised if yours does too.
- The route to your success is not set – enjoy the trip.

# EXPECT TO FAIL – EVERYONE DOES

- ▶ Give up? Cover it up? Learn from it?
- ▶ “We are all in the gutter, but some of us are looking at the stars” – Oscar Wilde
- ▶ “Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated failures. Persistence and determination alone are omnipotent.” – Calvin Coolidge

# WHAT MY MOTHER TAUGHT ME

- ▶ Live
- ▶ Love
- ▶ Laugh
- ▶ Listen
- ▶ Learn
- ▶ Leave

# LIVE FOR SOMETHING FAR MORE THAN A JOB

- ▶ Living or existing?
- ▶ Sharing or hoarding?
- ▶ Risk or no risk?

# LOVE

- ▶ “You know you're in love when you can't fall asleep because reality is finally better than your dreams.” – Dr. Seuss

# LAUGH

- ▶ Work puts food on the table.
- ▶ Laughter put cheer in your soul.

# LISTEN

- ▶ “What you see and what you hear depends a great deal on where you are standing. It also depends on what sort of person you are.” – C.S. Lewis



# LEARN

- ▶ To really learn, you first need to teach.

# REALITY AND PERCEPTION

- ▶ “All things are subject to interpretation. Whichever interpretation prevails at a given time is a function of power and not truth.” – Nietzsche
- ▶ “There are things known and there are things unknown, and in between are the doors of perception.” - Aldous Huxley
- ▶ “Perception is not Reality. Reality is Reality. Perception is the measure of our ignorance on any given subject – and that changes as we learn.” – George King

# A FEW SUGGESTIONS

- Form your network – keep track of contacts
- Learn history
- Help whenever you can
- Learn to communicate
- To really learn – teach
- Take the risk.

# LEARNING LESSONS

- ▶ Literature for most careers goes back 50 to 100 years.
- ▶ What worked is important.
- ▶ Why something failed is priceless.
  
- ▶ “Everything you need to know about success is contained in your failures. Everything.” author unknown.

# LOVE AND LAUGHTER BUILD FRIENDSHIPS

- Network not only with those that can help you, but also with those that need your help.

# LISTEN & LEARN

- Listen to the stories of others
- Learn
  - ▲ Know your history – that is your initial foundation.
  - ▲ For your career - READ THE LITERATURE!
    - ▲ Learn methods but not limits.
    - ▲ Don't let mistakes hold you back.

# INNOVATE – A FEW SIMPLE RULES.....

- There is always a way. Nothing is impossible.
- There is always a better way. Anything can be improved.
- Necessity is only a relative of Invention; Desperation is its real mother. (True creativity begins when hope is all you have left.)
- Non-innovators ask permission. Innovators might ask forgiveness after the first few mistakes – but, don't count on it.

# CONSIDER THE LIMITS, BUT GENERALLY IGNORE THEM

- ▶ “The brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something. Because the brick walls are there to stop the people who don’t want it badly enough. They’re there to stop the other people.”
- ▶ — Randy Pausch, The Last Lecture



# LEAVE

- ▶ We all die. The goal is not to live forever, the goal is to create something that will. - Chuck Palchniuk