

Terry Neese's

Passion Rules: Economic Empowerment for Women Worldwide

I believe that leadership, to some degree, is a state of mind and these are my ten Passion Rules of doing business and taking your career to the next level.

1. You can grow up in a small community and in a family with very humble surroundings and achieve great success. It takes commitment. Your commitments can develop you or they can destroy you, but either way, they will define you. Tell me what you are committed to, and I'll tell you what you will be in twenty years. We become whatever we are committed to.
2. While achieving business success with honesty and integrity; you **can** have a happy successful family unit. But it takes humility and leadership.
3. Nothing great in life is easy—there will be adversities—Have your God on your side! Add focus, persistence, your word is your bond, do unto others as you would have them do unto you, and the rest will fall into place.

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4. Success to me is doing what you do so well that you would do it for free; but you do it so well you get VERY WELL paid. Find the career that you are passionate about and this statement will define your success.

Passion drives perfection. If you don't care about a task, it is unlikely that you will excel at it. In contrast, the highest achievers in any field are those who do it because of passion, not duty or profit. We have all heard people say, "I took a job I hate in order to make a lot of money, so someday I can quit and do what I love to do." That's a big mistake. Don't waste your life in a job that doesn't express your heart.

5. People are enjoying longer life and your career will need to be supplemented with life long learning.

6. Forever young is a state of mind; forever healthy is a work of art.

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7. Remember: "good is the enemy of great" is not just a business problem. It is a human problem. To change your life, you must change the way you think. Behind everything you do is a thought. Every behavior is motivated by a belief, and every action is prompted by an attitude. God revealed this thousands of years before psychologists understood it: "Be careful how you think; your life is shaped by your thoughts."

8. Accept challenges and bumps in the road as great learning experiences. Every negative experience is a lesson in learning. We are shaped by what we learn and how we react to traumatic experiences or tough decisions we have to make, or a knife in the back from a fellow office mate or political foe.

9. Give back to your community. Leave it richer than you found it. And remember, only shared experiences can help others. Aldous Huxley said, "Experience is not what happens to you. **It is what you do with what happens to you.**" Don't waste your pain; use it to help others.

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10. Free enterprise and democracy is not free. Your country needs your leadership, your voice, your advocacy. One person: YOU can make the difference in your society, your nation, and your world. I look forward to watching you and working with you to ensure your success!

Economic Empowerment for Women Worldwide is **Not GOOD**---it is **GREAT** and we must all work to that end!

Terry Neese, is CEO of Women Impacting Public Policy Institute and Cofounder of Women Impacting Public Policy, Inc. (WIPP). WIPP is the voice for women business owners and has over 550,000 members across the United States. Terry is also an entrepreneur of 5 firms anchored by her human resource firm.

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