SUCCESS BUILT TO LAST
CREATING A LIFE THAT MATTERS
Stanford Study: World Success Survey
110 nations 20 years
Four Success Traits
Dear MARK THOMPSON,

Etihad Airways is delighted to inform you that the following flights are now eligible for an Etihad Select upgrade to the next higher cabin - our award-winning Diamond First Class.

Booking Reference: AFQJCI

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1. **Customer Experience**

2. **Energy**

3. **Economy**
2. **Communication**

*Hearts & Minds*

Mark@MarkCThompson.com

Steve Jobs
APPLE
Three Definitions

How do you define success?

Never Assume you know someone else’s definition

MarkCThompson.com
“The best way to predict the future is to *invent* it.”

1. Customer
2. Communication
3. **COACH & Mentor** Define & Share Success
Finding COURAGE

LinkedIn Founder
Reid Hastings

Tony Robbins

YouTube founder Chad Hurley
4. Courage

Humility + Ambition = Great Leadership
Nobody Does It Alone
1. **Customer** – Why should they buy?
2. **Communication** – Win Hearts & Minds
3. **Coach** – Define Purpose, Passion, Performance
4. **Courage** – Ambition, Humility & Trust

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**Purpose (Cause)**

**Most Valued People (MVP’s)**

**Passion (Motives)**

**Success Built to Last**

**Performance (Deliverables)**

"The best way to predict the future is to **invent** it."

Mark@MarkCThompson.com