



Wharton School Publishing

دار العربية للعلوم والنشر  
Arab Scientific Publishers, Inc.

# أسرار النجاح الدائم

تطوير حياة مثمرة

جيري بوراس ستيفارت ايري مارك تومبسون

مع تيموثي ماكين  
جون ماكين

# SUCCESS BUILT TO LAST

CREATING A LIFE  
THAT MATTERS

Wiley Blackwell Publishing  
**SUCCESS  
BUILT TO  
LAST**

**CREATING A LIFE  
THAT MATTERS**

JERRY STEWART MARK  
PORRAS ERIC THOMPSON

Foreword by laureate JOHN MAKIN

Mark@MarkCThompson.com

**10<sup>th</sup> INSME  
ANNUAL MEETING  
& FORUM**



**Investing in Innovation:**  
Building a Sustainable Knowledge-based Economy

Abu Dhabi, from 18<sup>th</sup> to 20<sup>th</sup> March 2014, Yas Marina Circuit

**أسرار  
النجاح  
الدائم**

**تطوير حياة مثمرة**

جيري بوراس ستيفارت إيري مارك تومبسون

مع المؤلف جون ماكين  
**جون ماكين**

Stanford Study:  
*World Success Survey*  
*110 nations 20 years*  
**Four Success Traits**



## UPGRADE TO DIAMOND FIRST CLASS!

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

| FLIGHT | DATE       | FROM      | TO        | DPP   |
|--------|------------|-----------|-----------|-------|
| EY100  | 17 Mar '14 | New York  | Abu Dhabi | 22:40 |
| EY101  | 20 Mar '14 | Abu Dhabi | New York  | 10:30 |



| Your Flight information                             | Upgrade Type  | Your Offer(s)         | Offer Strength |
|---|---|-----------------------|----------------|
| San Francisco (SFO) → New York (JFK)<br>17 Mar 2014 | New York (JFK)<br>VX Flight 22<br><i>Not eligible for upgrade</i> | No Offer              |                |
| New York (JFK)<br>VX Flight 22                      | Diamond First Class   | \$985 USD per guest   |                |
| New York (JFK)<br>VX Flight 101<br>15 hrs           | Diamond First Class   | \$1,400 USD per guest |                |

# 1. Customer Experience

## 2. Communication

### *Hearts & Minds*

A photograph of Steve Jobs, co-founder of Apple, wearing his signature black turtleneck and round glasses. He is holding a silver iPod in his right hand, pointing at the screen with his left index finger. The background is dark with a large, out-of-focus white Apple logo.

*Steve Jobs*  
**APPLE**

[Mark@MarkCThompson.com](mailto:Mark@MarkCThompson.com)

# Microsoft



# Three Definitions

How do you define success?

Never Assume you know  
someone else's definition

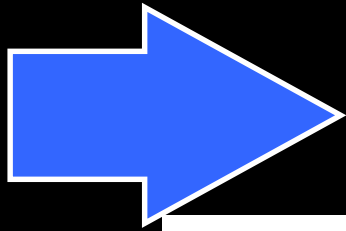


“The best way to predict the future is to *invent* it.”

1. Customer
2. Communication

### 3. **COACH & Mentor** *Define & Share Success*

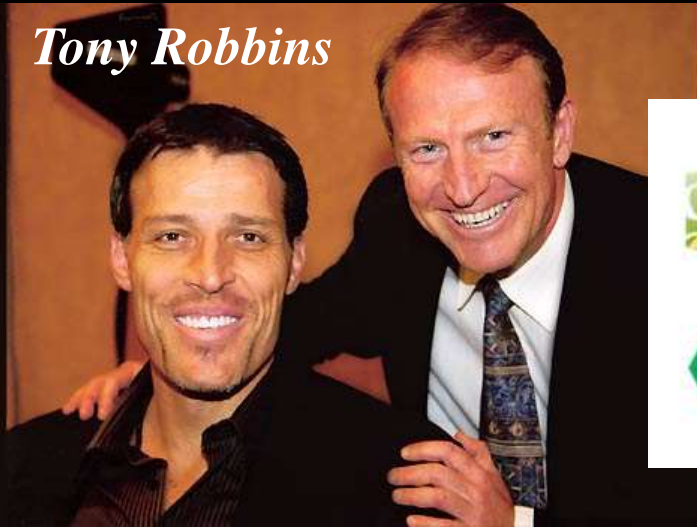




# Finding COURAGE



*LinkedIn Founder  
Reid Hastings*



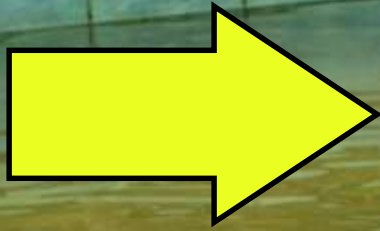
*Tony Robbins*



*YouTube founder Chad Hurley*







## 4. Courage



**Humility + Ambition =  
Great Leadership  
Nobody Does It Alone**

SUCCESS  
BUILT TO  
LAST

CREATING  
THAT MA  
JERRY STEWART  
PORRAS  
ENGRI  
تطوير حياة مثمرة  
أسرار  
النجاح  
الدائم  
جون تومسون  
جون بارس  
جون ماكين

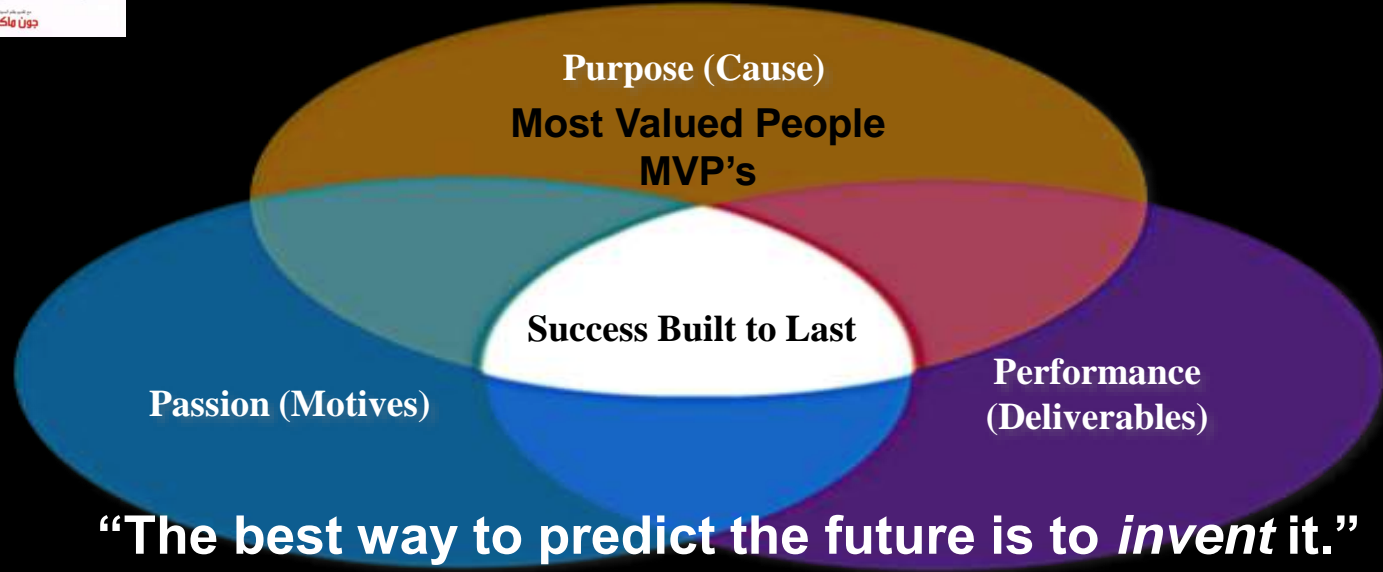
10<sup>th</sup> INSME  
ANNUAL MEETING  
& FORUM



Investing in Innovation:  
Building a Sustainable Knowledge-based Economy

Abu Dhabi, from 18<sup>th</sup> to 20<sup>th</sup> March 2014, Yas Marina Circuit

1. **Customer** – Why should they buy?
2. **Communication** – Win Hearts & Minds
3. **Coach** – Define Purpose, Passion, Performance
4. **Courage** – Ambition, Humility & Trust



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

Mark@MarkCThompson.com