

## PERSEVERANCE



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As a CPA and business owner, I am all too familiar with Assets and Liabilities, Profit and Loss, Balance Sheets and Cash Flows. These terms are all too familiar to businesspeople around the world. It is a common language that speaks to the viability (or lack thereof) of a business.

I recently read an article that applied these accounting terms to PEOPLE. On the P&L, people are an expense item—salaries, taxes, development, dues and subscriptions. And yet contrast that to the popular statement that: People are an organization's most important ASSET!! That begs the question: Why are people counted on the expense side of the business when, without them, no business would exist at all?

According to Kathryn Cramer, co-author of "Change the Way you See Everything", it behooves all of us to move from Deficit Based Thinking to Asset Based Thinking in regard to our people to improve the bottom line. However, bottom line "people" results do not just happen. It takes perseverance, persistence and lots of "perspiration" to hire, develop and retain talent. But, when done well, it can turn those "people" expenses into true capital and retained earnings for any organization.

With that said, below are some quotes that speak to the importance of **PERSEVERANCE** in achieving great things—both in business and in life:

*"Consider the postage stamp, my son. It secures success through its ability to stick to one thing till it gets there."*

Josh Billings, American humorist

*"The question isn't who is going to let me; it's who is going to stop me."*

Ayn Rand, *The Fountainhead*

*"Genius is one per cent inspiration and ninety-nine percent perspiration."*

Thomas A. Edison

*"Most of the things worth doing in the world had been declared impossible before they were done."*

Louis D Brandeis, Supreme Court Justice

*"There is no use whatever trying to help people who do not help themselves. You cannot push anyone up a ladder unless he be willing to climb himself."*

Andrew Carnegie, Philanthropist

*"Nothing is impossible, we just don't know how to do it yet."*

L.L. Larison Cudmore

*"Only those who risk going too far can possibly find out how far one can go."*

T.S. Eliot

*"The probability that we may fail in the struggle ought not to deter us from the support of a cause we believe to be just."*

Abraham Lincoln

*"When the world says, "Give up,"  
Hope whispers, "Try it one more time."*

Author Unknown

*"Many of life's failures are people who did not realize how close they were to success when they gave up."*

Thomas Edison

*"You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You must do the thing which you think you cannot do"*

Eleanor Roosevelt

*"By perseverance the snail reached the ark."*

Charles Haddon Spurgeon