



## THE COMMON DENOMINATOR OF SUCCESS

What is the one quality all successful men have in common?

Intelligence? — No! There are a lot of successful men with only average intelligence. Nor is it the individual's talent or ability. Many a ne'er-do-well has intelligence, talent, and ability in much greater proportions than the highly successful person.

*PERSISTENCE* is the common denominator. The willingness to spend time in accomplishing, the willingness to withstand obstacles, criticism, discomfort, and the ability to overcome seemingly impossible odds.