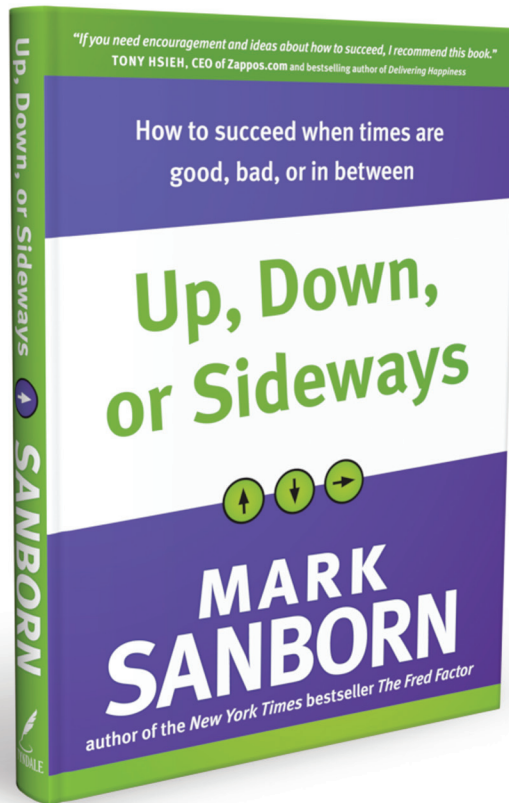


UP, DOWN, OR SIDeways

HOW TO SUCCEED WHEN TIMES ARE GOOD, BAD, OR IN BETWEEN

BY MARK SANBORN



Mark Sanborn, author of the *New York Times* bestselling book *The Fred Factor*, prepares you for life's inevitable cycles of up and down—and, too often, sideways. Mark provides timely wisdom that can't be ignored no matter where you are in your personal or professional life.

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THE MIND-SETS

The Scorekeeper's System

How you keep score determines how you play the game. Change your scoring system; change your game.

The Optimist's Orientation

The difference between obstacles and opportunities is your outlook. Attitude isn't the only thing, but it is the first thing.

The Learner's Leverage

If you aren't learning, you're losing out. Make time to learn.

THE METHODS

1. Produce Value

Value keeps you in the game. Know how your employer and/or customers define value.

2. Create and Keep Connections

Creating connections is easier than maintaining them. Take care of the relationships that matter.

3. Continuously Innovate

Your competition is always getting better. Are you?

4. Build Reserves

Use the survivor's secret. Build financial, psychological, physical, and spiritual reserves.

5. Practice Gratitude

Discover the antidote to negative thinking. Make gratitude something you do and not just feel.

6. Embrace Discipline

Consistently act on your intentions. Do these things until they become positive habits.



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