

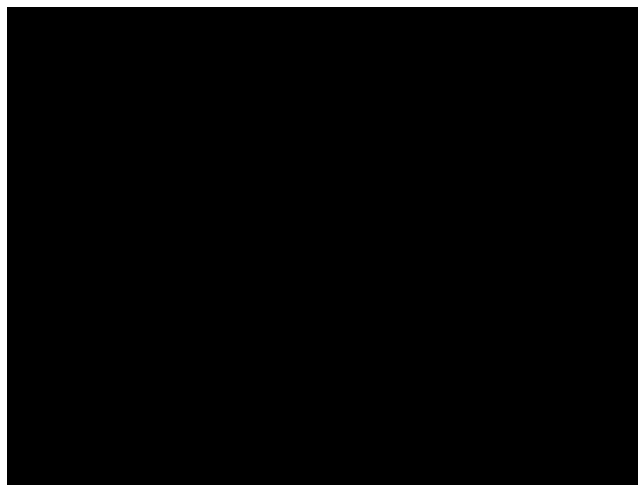


# The Value of An Idea: Achieving Innovation....and Happiness Through Invoking the Characteristics of Genius Inherent in Every Human

*Bob Duggan*  
*Chairman & CEO*

*“The value of an idea lies  
in the using of it.”*

*Thomas Alva Edison*



# **AN IDEA TO LIVE BY:**

## **Turn on your Genius Characteristics**

### **Definition of Genius:**

- 1. Extraordinary intellectual & creative power.**
- 2. A person of extraordinary intellect and talent.**

### **Derivation:**

**Middle English – Guardian spirit**

**Latin – Pro creative divinity**

**Guardian spirit, innate quality,  
inborn character, spirit**

**All people are born with the seed of genius within them. Via observation,  
study & practice, attention and intention genius manifests itself.**



## ■ “24 Qualities that Geniuses Have in Common”

- Taken from an article written by
  - Clinical Psychologist Dr Alfred Barrios,
- Author “Towards Greater Freedom and Happiness”

### ■ *As Article noted :*

- *“ These are traits that anyone can develop. It makes no difference how old you are , how much education you have , or what you have accomplished to date. Adopting these personality characteristics will enable you to operate on a genius level.”*

# 1. DRIVE

**“Geniuses have a strong desire to work hard and long. They’re willing to give all they’ve got to a project. Develop your drive by focusing on your future success, and keep going.”**

Definition of work:

1. physical or mental effort or activity directed toward the production or accomplishment of something.
2. energy spent accomplishing a purpose or completing an intention
3. productive or operative activity



## 2. COURAGE

**“It takes courage to do things others consider impossible. Stop worrying what people will think if you are different.”**

**Definition of courage:**

1. The state or quality of mind or spirit that enables one to face danger, fear, change, variation, with confidence and resolution.
2. bravery

**Derivation:**

Latin - cor, *heart*



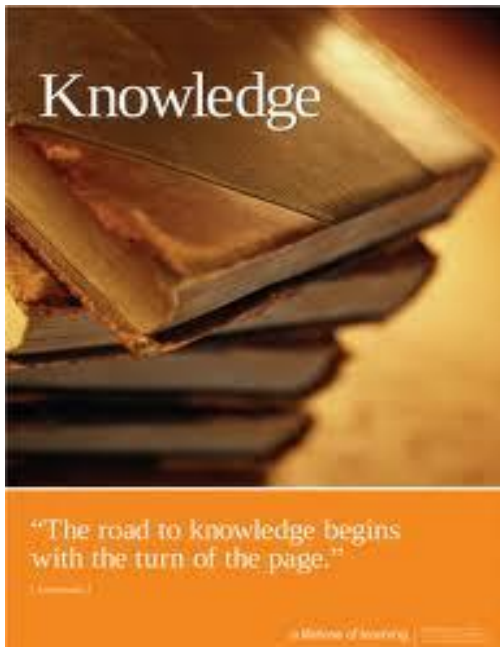
**“Courage – arises in the heart & soul and requires belief – the ability to believe.”**

### 3. DEVOTION TO GOALS

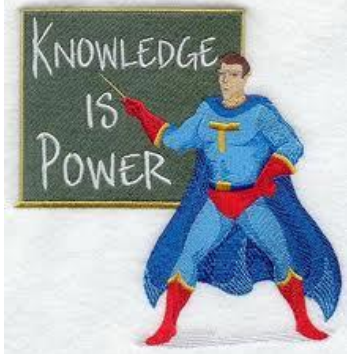
**“Geniuses know what they want and go after it. Get control of your life and schedule. Have something specific to accomplish each day.”**



## 4. KNOWLEDGE



**“Geniuses continually accumulate information. Never go to sleep at night without having learned at least one new thing that day. Read. And question people who know.”**



**Definition of knowledge:**

1. acquaintance with facts, truth or principles, as from study or investigation
2. the perception of fact or truth; clear and certain mental apprehension
3. by knowledge we mean assured belief, that which is known information, instruction; enlightenment, learning; practical skill. By knowledge we mean data, factors and whatever can be thought about or perceived.
4. Knowledge is more than data; it is also the ability to draw conclusions





## 5. HONESTY

**“Geniuses are frank, forthright and honest. Take the responsibility for things that go wrong. Be willing to admit, I goofed, and learn from your mistakes.”**



### Definition of honest:

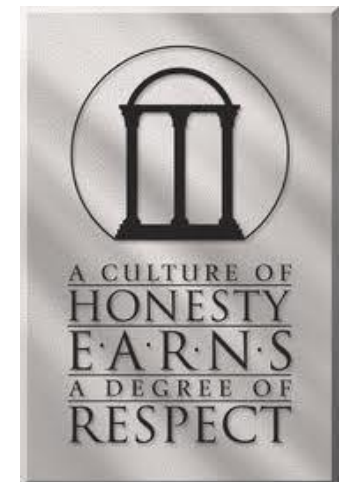
1. honorable in principles, intentions, and actions; upright and fair
2. truthful or creditable
3. respectable; having a good reputation

### Derivation:

Latin - honor

### Definition of forthright:

1. going straight to the point, direct



## 6. OPTIMISM

**“Geniuses never doubt they will succeed. Deliberately focus your mind on something good coming up.”**

**Definition of optimism:**

1. a tendency to expect the best possible outcome or dwell on the most hopeful aspects of a situation

**Derivation:**

Latin

1. op-. to work, produce in abundance
2. optimum, the greatest good
3. optimistic, best

**Definition of focus:**

1. to concentrate
2. a central point, as of attention, attraction, or activity
3. clear and sharply defined condition of an image

Optimism is essential to achievement  
and it is also the foundation of  
courage and true progress.

-- Nicholas Murray Butler



**“I am Alice.  
It is my dream,  
and it is going to turn out  
my way.”**

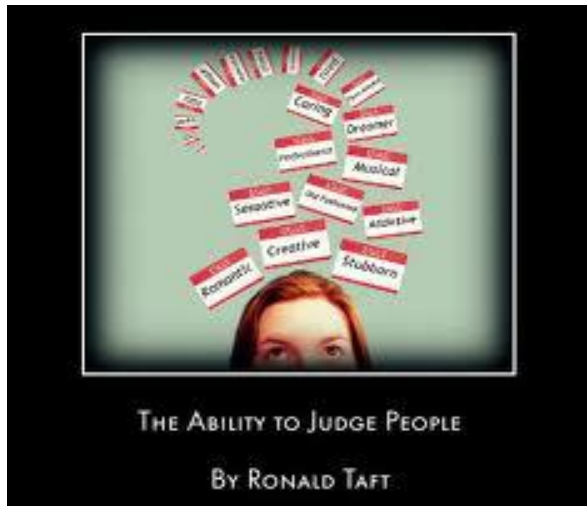
**-from the movie Alice In  
Wonderland**

## 7. ABILITY TO JUDGE



**“Try to understand the facts of a situation before you judge.**

**Evaluate things on an open-minded, unprejudiced basis and be willing to change your mind.”**



**Definition of judge:**

1. to form a judgement or opinion of; decide upon critically

**Definition of judgement:**

1. an ability to make a decision, or form an opinion objectively, authoritatively, and wisely especially in matters affecting action; good sense

**Definition of prejudice:**

1. an unfavorable opinion or feeling formed beforehand or without knowledge, thought, or reason
2. any preconceived opinion or feeling, either favorable or unfavorable
3. unreasonable feelings, opinions, or attitudes, especially of a hostile nature, regarding racial, religious, or national group

## 8. ENTHUSIASM

**“Geniuses are so excited about what they are doing; it encourages others to cooperate with them. Really believe that things will turn out well. Don’t hold back.”**

**Definition of enthusiasm:**

1. Great excitement for or interest in a subject or cause.

**Derivation:**

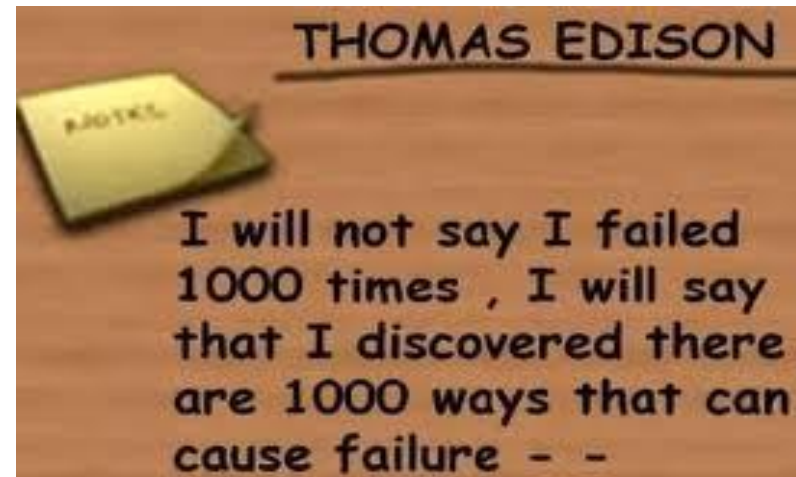
Late Latin- *enthusiasmus*

Greek- *enthousiasmos*, to be inspired by a god.] *en-*, in, + *theos*, god.



## 9. WILLINGNESS TO TAKE CHANCES

**“Overcome your fear of failure.  
You won’t be afraid to take  
chances once you realize you  
can learn from your mistakes.”**

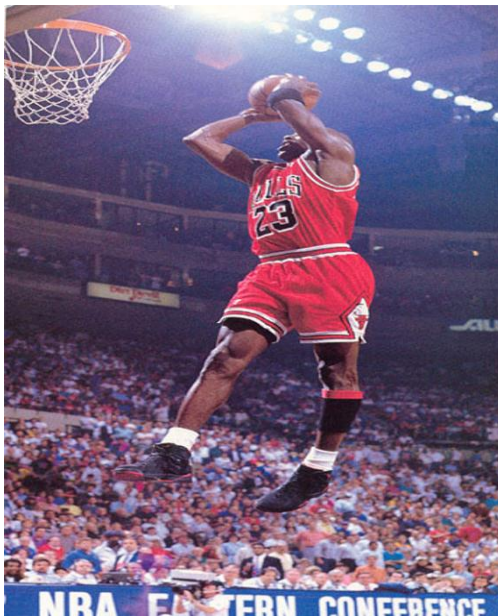




## 10. DYNAMIC ENERGY

**“Don’t sit on your butt waiting for something good to happen.**

**Be determined to make it happen.”**



Michael Jordan



**“When you focus on problems, you will have more problems. When you focus on possibilities, you will have more opportunities. Dream. Wish. Make it happen.”**

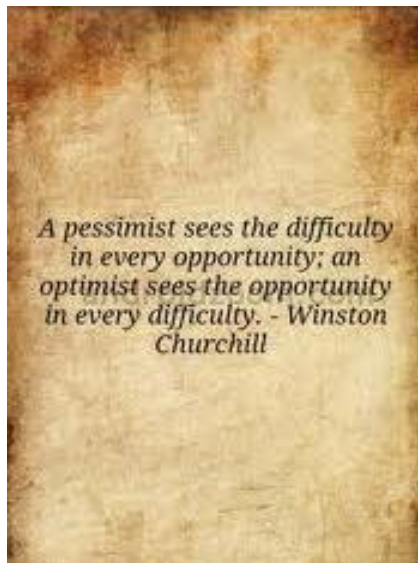
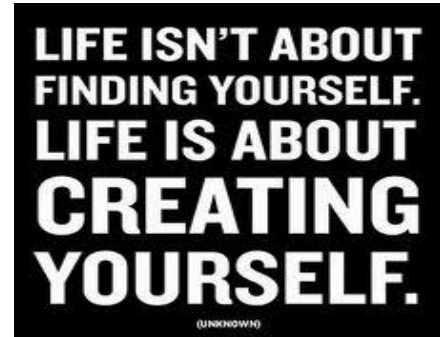
**-President Mubarak**

## 11. ENTERPRISE

**“Geniuses are opportunity seekers.**

**Be willing to take on jobs others won’t touch.**

**Never be afraid to try the unknown.”**



**“DO the difficult things,  
while they are easy.  
Do the great things,  
while they are small.  
A journey of a thousand miles,  
must begin in a single step.”**

**-Lao Tzu**

# 12. PERSUASION

**“Geniuses know how to motivate people to help them get ahead. You’ll find it easy to be persuasive if you believe in what you’re doing.”**

Definition of persuasion:

1. to prevail on (a person) to do something, as by advising or urging
2. to induce to believe by appealing to reason or understanding; convince



**“We choose to go to the Moon.”**

**-President John F. Kennedy**





## 13. OUTGOINGNESS

**“I’ve found geniuses able to make friends easily and be easy on their friends. Be a ‘booster’, not someone who puts others down. That attitude will win you many valuable friends.”**



# 14. ABILITY TO COMMUNICATE

**“Geniuses are able to effectively get their ideas across to others. Take every opportunity to explain your ideas to others.”**

Definition of communication:

1. to impart knowledge of; make known to
2. to express thoughts, feelings, or information easily or effectively
3. the consideration and action of impelling an impulse or particle from source point across a distance to receipt point with the intention of bringing into being at the receipt point a duplication and understanding of that which emanated from the source point.



**“Tear down this wall”-President Ronald Reagan**



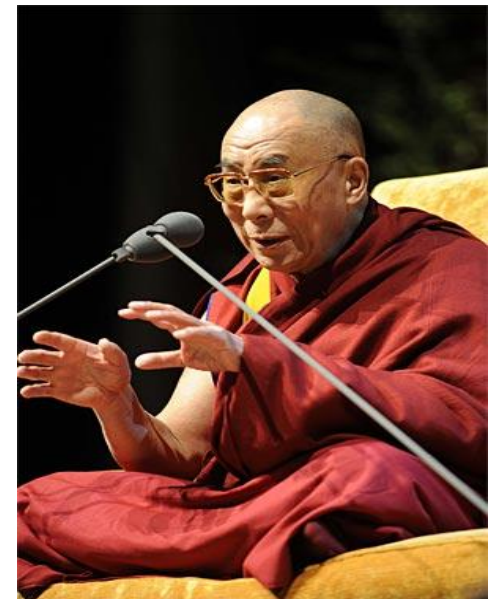
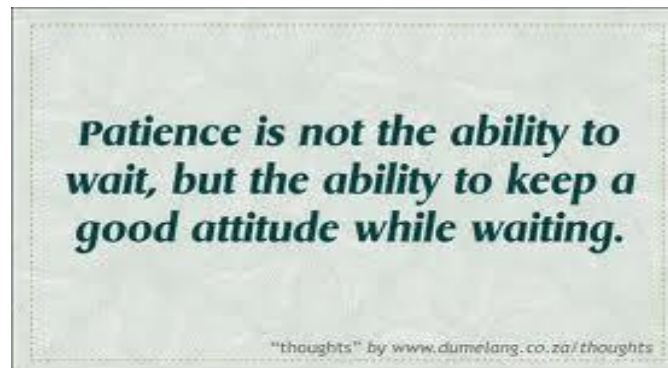
**“I have a dream”-Martin Luther King**

# 15. PATIENCE

**“Be patient with others most of the time, but always be impatient with yourself. Expect far more of yourself than of others.”**

Definition of patience:

1. the quality, of being patient, as the enduring of delay, provocation, annoyance, hardship, misfortune or pain without complaint, loss of temper or irritation
2. quiet, steady perseverance; even-tempered care



**“Be kind whenever possible. It is always possible.”**

**- H.H. the Dalai Lama**

# 16. PERCEPTION

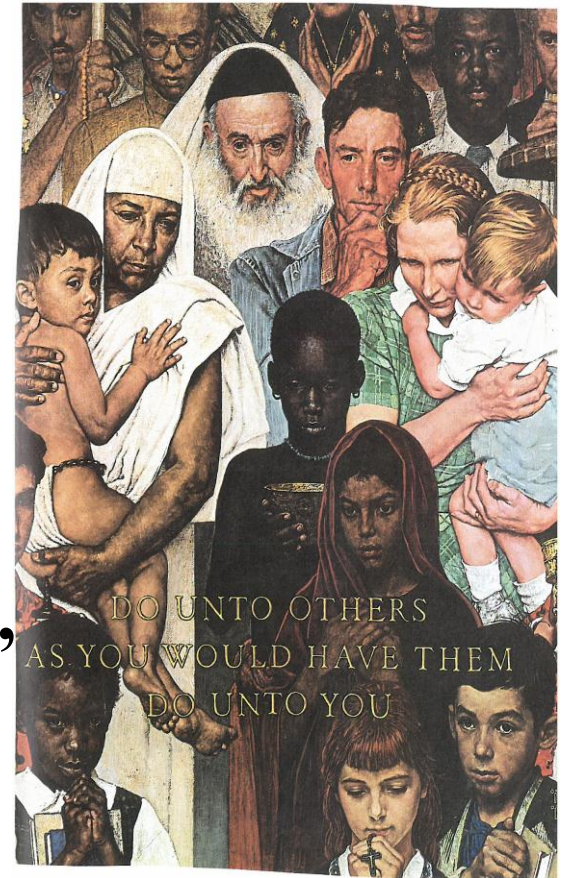
**“Geniuses have their mental radar working full time. Think more of others’ needs and wants than you do of your own.”**

Definition of perceive:

1. to become aware of, know, or identify by means of the senses
2. to recognize, discern, envision, or understand



**“Do not impose on others, what you yourself do not desire.” -Confucius**



**“Try to treat other the way you want to be treated”**



# 17. PERFECTIONISM

**“Geniuses cannot tolerate mediocrity, particularly in themselves.**

**Never be easily satisfied with yourself. Always strive to do better.”**

**Definition of perfectionism:**

1. a personal standard, attitude, or philosophy that demands perfection and rejects anything less

**Definition of strive:**

1. to exert oneself vigorously
2. to make strenuous efforts toward any goal



## 18. SENSE OF HUMOR

**“Be willing to laugh at your own expense. Don’t take offense when the joke is on you.”**



# 19. VERSATILITY

**“The more things you learn to accomplish the more confidence you will develop. Don’t shy away from new endeavors.”**

**Definition of versatile:**

1. capable of turning easily from one to another of various tasks, fields of endeavor, etc.
2. having or capable of many uses

**Definition of confidence:**

1. belief in oneself and one’s powers or abilities; self confidence; self reliance;  
assurance
2. full trust; belief in the power, trustworthiness, or reliability of a person or thing

**Derivation:**

Latin- con, with + fidere, trust



*versatility*

## 20. ADAPTABILITY

**“Being flexible enables you to adapt to changing circumstances readily. Resist doing things the same old way. Be willing to consider new options.”**



from telephone - iphone



# 21. CURIOSITY

**“An inquisitive, curious mind will help you seek out new information. Don’t be afraid to admit you don’t know it all. Always ask questions about things you don’t understand.”**

**Definition of curiosity:**

**1. A desire to know or learn.**

**Derivation:**

**Latin – curiosus - inquisitive.**

**curiosa - to care**



## 22. INDIVIDUALISM

**“Do things the way you think they should be done,  
without fearing somebody’s disapproval.”**



# 23. IDEALISM

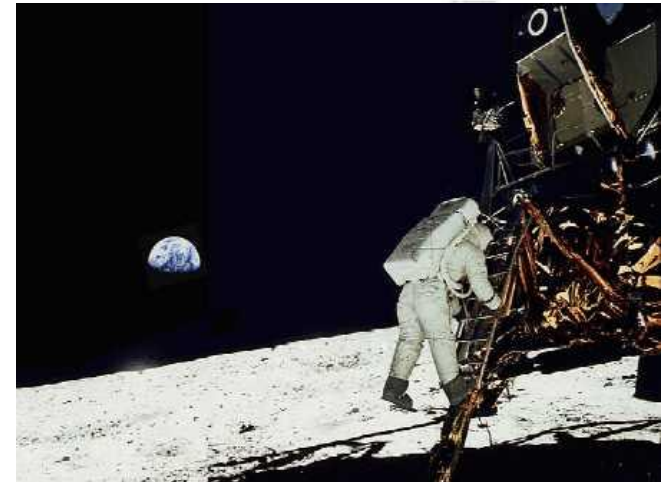
**“Keep your feet on the ground – but have your head in the clouds. Strive to achieve great things, not just for yourself, but for the betterment of mankind.”**

**Definition of ideal:**

1. a conception of something in its perfection
2. a standard of excellence or perfection
3. the ultimate object or aim of endeavor

**Definition of idealism:**

1. the cherishing or pursuit of high or noble principles, purposes goals, etc.



**“Earth to Moon” –Jules Verne**

# 24. IMAGINATION

**“Geniuses know how to think in new combinations, see things from a different perspective, than anyone else. Unclutter your mental environment to develop this type of imagination.**



DaVinci Robot

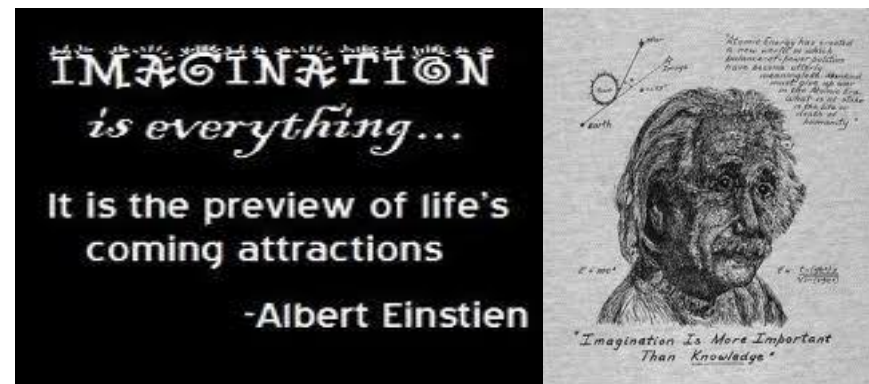


ibrutinib

*Give yourself time each day to daydream, to fantasize, to drift into a dreamy inner life the way you did as a child.”*

Definition of imagine:

1. to form a mental image of (something not actually present to the senses)



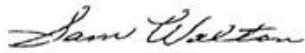
**Dear Mr. Duggan:**

Thank you for your letter and your interest in our Wal-Mart Company. I appreciate the honor you have given me and our company with your questions pertaining to the research you are doing.

**My friend**, you have asked some very thought-provoking questions and I am not sure I can respond adequately, (1) There were several persons who had an indirect influence on my business philosophy: my parents, teachers, friends, and associates. (2) The training and experience I received and the self-confidence I gained probably were the motivating factors that prompted me to enter the retail business. (3) My advice to anyone wishing to succeed in business is to first count the cost of time, energy, and investment that will be necessary, then become dedicated to hard work, sacrifice, reinvestment into the business, obtaining all the knowledge that is possible, setting attainable goals, sharing profits with employees, practicing hospitality and aggressiveness, and having **a willingness to serve others**.

Thanks for taking the time to write and best wishes for success and happiness in whatever you pursue.

**Very truly yours,**

  
Sam Walton