

KEY IDEAS TO CONSIDER

R. R. Nicolosi

You know, I have a dream for all of us at Samsonite.

That dream is captured in the following expressions of success:

I. ROBERT LOUIS STEVENSON

Become The Best

"To be what we are, and to become what we are capable of becoming, is the only end of life." -- (Stevenson)

- To be what we are -- nothing else -- no false pretenses -- no politics -- our own brand of worldwide leadership which is competitively superior.
- To become what we are capable of becoming -- to grow dramatically and extremely profitably to maximize corporate value and thereby establish ourselves as world class.
- We Must Become Competitively The Best.
- We Must Then Become Continuously Better.

II. THOMAS EDISON

Plan/Strategize/Lead

"Most people don't plan to fail -- they fail to plan." (Edison)

- "Leaders -- create the strategies for taking charge."
- "Managers do things right" -- (*Execute*)
- "Leaders first and foremost do the right things" (*Strategy*)

III. THEODORE ROOSEVELT

Take Smart
Risks...But Always
Hedge Your
Bets With A
Contingency Plan

"The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again, who knows the great enthusiasm, the great devotions, and spends himself in a worthy cause; who at the best, knows the triumph of high achievement; and who, at the worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat. Inevitably he will know victory."

- That also means being bold and daring enough to take the smart risks necessary to achieve great things.
- "I failed my way to success." (Edison)

IV. MARK TWAIN

Achieve
Greater
Competency

"One of the greatest sources of energy is pride in what we are doing." (Twain)

- We must have the competency and commitment to accomplish great things.
- We must seek to continuously improve.

V. PLATO

Have Fun in
Life & Work

"People rarely succeed at anything unless they have fun doing it...You can discover more about a person in an hour of play than in a year of conversation." (Plato)

We must work together to establish:

- A Positive Work Environment
- A Supportive Work Environment
- A Flexible Work Environment
- A Collaborative Work Environment Which Solves Problems By Helping Each Other Get The Job Done.
- A Smart, Risk-taking, Adventuresome Work Environment
- Be Able To Draw From Strength, Skills and Resources of Each Other at Work To Succeed.