

What is it that makes one person succeed and 10
another fail when the two seem to have about equal 19
ability? Some have said that the difference is in the 30
degree of motivation and effort each brings to the 40
job. Others have said that an intent to become 51
excellent is the main difference. 56

At least four items are likely to have a major 9
effect on our success: basic ability, a desire to excel, 20
an aim to succeed, and zestful effort. If any one 31
of these is absent or at a low point, our chances for 42
success are lessened. These features, however, 52
can be developed if we wish. 57

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