



10 RULES

FOR WINNING
IN BUSINESS

FEATURING
**WYNNE
TYREE**

FOUNDER AND CEO
SMARTY PANTS



55%

OF ALL JOBS IN THE U.S.

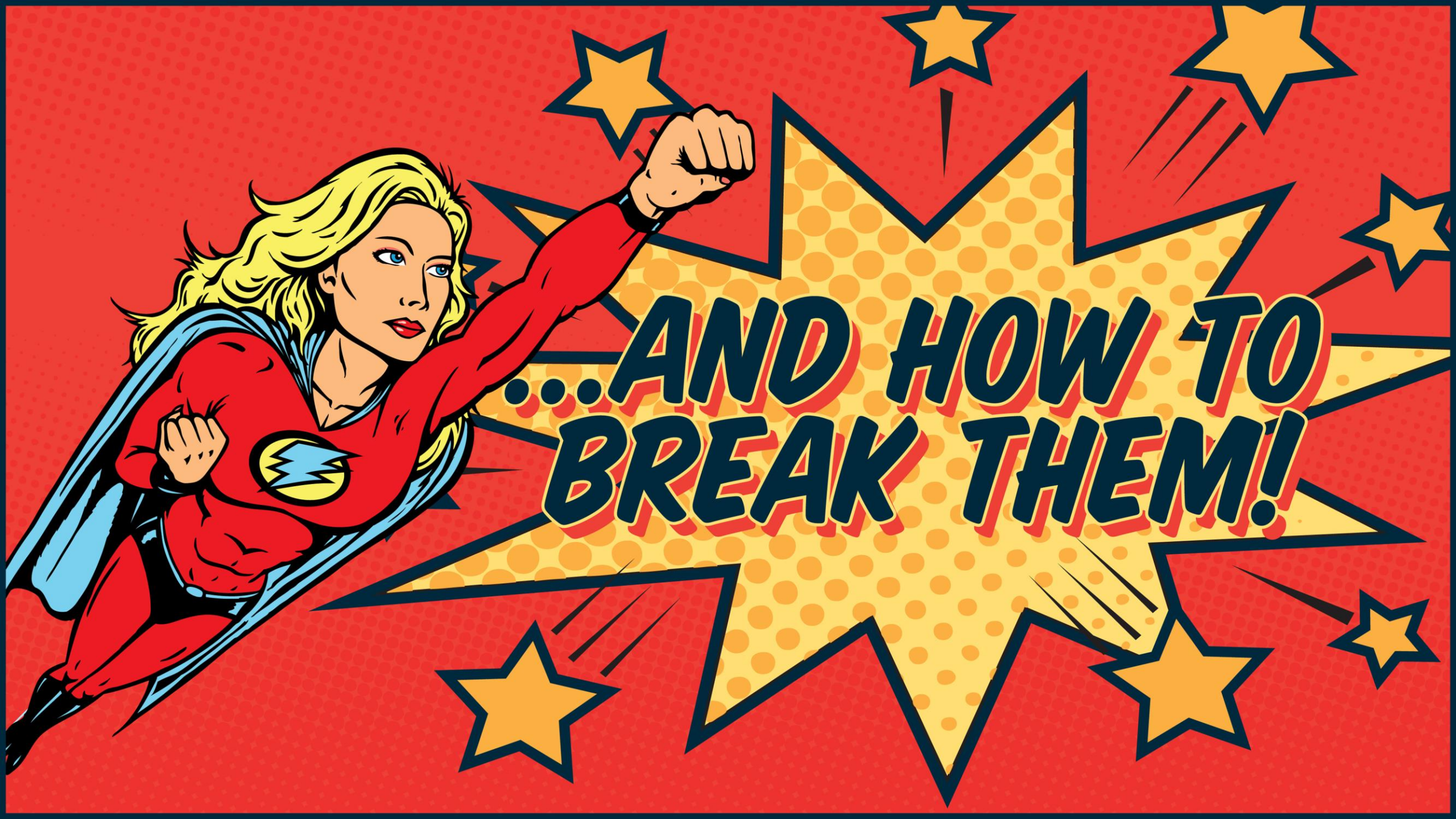


3 IN 10

OWNED BY WOMEN

10 RULES

**FOR WINNING
IN BUSINESS**



**...AND HOW TO
BREAK THEM!**

RULE #1

**SPEND TIME WITH AND
LEARN FROM THOSE YOU
ASPIRE TO BE**

***THE ONLY PEOPLE WORTH
LISTENING TO ARE THE ONES
MORE SUCCESSFUL THAN YOU***



***YOU CAN'T
MENTOR DRIVE***

- RANDOM CAB DRIVE



**DIS-EASE
CREATES DISEASE**

- FLAKY YOGA INSTRUCTOR



***THE MORE YOU
STIR SH*T,
THE MORE IT STINKS***

- SHIRTLESS REDNECK IN OVERALLS AKA BIG JOHN



***OWNERS OF THE TEAM
DON'T PLAY 2ND BASE!
GET OFF THE FIELD!***

- SPORTS-OBSESSED HUBBY

**FREEDOM,
SECURITY AND
HAPPINESS ARE THE
END GAME**





***THERE ARE PEOPLE WHO
HAVE MONEY AND PEOPLE
WHO ARE RICH***

- COCO CHANEL



#1

**SPEND TIME
WITH AND
LEARN FROM
EVERYONE**

RULE #2

***DON'T MIX BUSINESS
WITH FAMILY***



44%

***OF THE RICHEST AMERICANS
RUN FAMILY BUSINESSES***



#2

**MIX
AWAY**

RULE #3

**FAKE IT 'TIL
YOU MAKE IT**

***TO SUCCEED IN BUSINESS, TO
REACH THE TOP, AN INDIVIDUAL
MUST KNOW ALL IT IS POSSIBLE TO
KNOW ABOUT THAT BUSINESS***

- J. PAUL GETTY



#3

BE AUTHENTIC.

BE YOU.

BE HONEST.

BE CURIOUS.



***I HAVE NO SPECIAL
TALENTS. I AM ONLY
PASSIONATELY CURIOUS.***

- ALBERT EINSTEIN

RULE #4

***DON'T LET EMOTIONS
CLOUD YOUR JUDGMENT***

***IF YOU CAN'T CONTROL YOUR
EMOTIONS. YOU CAN'T
CONTROL YOUR MONEY.***

- WARREN BUFFET

***WHEN YOU NEED TO MAKE
A DECISION, DON'T LET
YOUR EMOTIONS VOTE***

- JOYCE MEYER

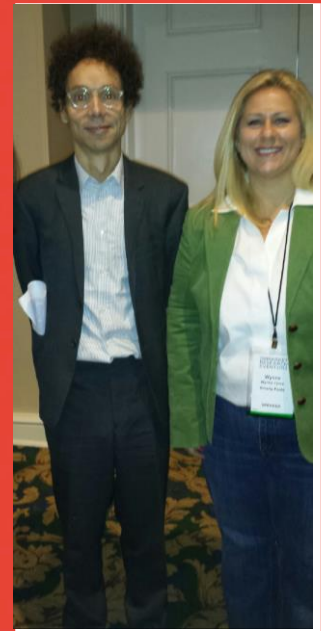
***MISTAKES OCCUR WHEN WE ALLOW
OUR INTUITIVE SYSTEM TO MAKE
DECISIONS THAT WE SHOULD ALLOW
OUR LOGICAL MIND TO DEAL WITH***

- HARVARD BUSINESS SCHOOL

POW!

***TRULY SUCCESSFUL DECISION-
MAKING RELIES ON A BALANCE
BETWEEN DELIBERATE AND
INSTINCTUAL THINKING***

- MALCOLM GLADWELL





#4

**LEAD WITH
EMOTION. LEAD
WITH PASSION.
TRUST YOUR GUT.
DON'T DEVALUE
INTUITION.**

RULE #5

*REPLICATE YOURSELF
IN OTHERS*

***NO ONE WANTS
TO BE YOU***





#5

EMBRACE YOUR

GIFTS AND

HELP OTHERS

EMBRACE

THEIRS



***NO ONE EVER LEARNED TO
DRIVE WATCHING THE
TRAFFIC ZIP BY***

RULE #6

*PASSION IS
EVERYTHING*



ZAP!

***NOTHING IS AS IMPORTANT AS
PASSION. NO MATTER WHAT
YOU WANT TO DO WITH YOUR
LIFE, BE PASSIONATE.***

- JON BON JOVI



ZAP!

***IF YOU LOVE YOUR WORK, YOU'LL BE OUT
THERE EVERY DAY TRYING TO DO IT THE
BEST YOU POSSIBLY CAN, AND PRETTY
SOON EVERYBODY AROUND WILL CATCH THE
PASSION FROM YOU - LIKE A FEVER***

- SAM WALTON

PASSION

IS LIKE

CHOCOLATE CAKE





ZAP!

***IF PASSION DRIVES YOU, LET
REASON HOLD THE REINS***

-BENJAMIN FRANKLIN



ZAP!

GREAT LEADERS ALWAYS SEEM TO EMBODY TWO SEEMINGLY DISPARATE QUALITIES. THEY ARE BOTH HIGHLY VISIONARY AND HIGHLY PRACTICAL.

-JOHN C. MAXWELL



#6

**LET PASSION
AND CHARISMA**

WORK HAND-IN-HAND

WITH PRACTICALITY

AND STICK-TO-IT-IVENESS

RULE #7

BIGGER IS

BETTER

NO COMPANY CAN AFFORD NOT TO MOVE FORWARD. IT MAY BE AT THE TOP OF THE HEAP TODAY BUT AT THE BOTTOM OF THE HEAP TOMORROW, IF IT DOESN'T.

- JAMES CASH PENNEY



COMPANIES THAT GROW FOR THE SAKE OF GROWTH OR THAT EXPAND INTO AREAS OUTSIDE THEIR CORE BUSINESS STRATEGY OFTEN STUMBLE. ON THE OTHER HAND, COMPANIES THAT BUILD SCALE FOR THE BENEFIT OF THEIR CUSTOMERS AND SHAREHOLDERS MORE OFTEN SUCCEED OVER TIME.

-JAMIE DIMON



#7

**NAIL IT, AND
THEN SCALE
IT... IF YOU
WANT TO**

RULE #8

YOU CAN

DO IT!



***TEND TO THE PEOPLE,
AND THEY WILL TEND TO
THE BUSINESS***

- JOHN C. MAXWELL



BOOM!!!

***NO ONE CARES ABOUT
HOW MUCH YOU KNOW
UNTIL THEY KNOW ABOUT
HOW MUCH YOU CARE***

- THEODORE ROOSEVELT



#8

**WE
CAN DO
IT!**

RULE #9

NEVER

GIVE UP!



***YOU GOTTA KNOW
WHEN TO HOLD 'EM,
KNOW WHEN TO FOLD 'EM***

- KENNY ROGERS

***BUSINESSES CAN CREATE
WIDOWS, EVEN WHEN
THEIR SPOUSES
ARE STILL ALIVE***





#9

***IF AT FIRST YOU
DON'T SUCCEED, TRY,
TRY AGAIN. THEN QUIT.
THERE'S NO POINT IN
BEING A DAMN FOOL
ABOUT IT!***

- W.C. FIELDS

RULE #10

WORK YOUR

BUTT OFF!

***I'D RATHER
HUSTLE 24/7
THAN SLAVE FROM 9 TO 5***

***I'D RATHER BE COMPLETELY
EXHAUSTED FROM THE HARD TIMES
THAT BREED SUCCESS THAN WELL-
RESTED FROM ACHIEVING NOTHING***

***DO THE THINGS OTHERS AREN'T
WILLING TO DO, SO THAT YOU
CAN HAVE THE THINGS
OTHERS WILL NEVER HAVE***

- LES BROWN



#10

WORK HARD.

PLAY OFTEN.

BE STILL.

SLEEP WELL.

FUEL YOUR BODY & SOUL.

CONNECT WITH THOSE YOU LOVE.

AND BE GRATEFUL.



POW!

**HAPPINESS IS THE
RICHEST THING WE WILL
EVER OWN**

- DONALD DUCK



THANK YOU!

WYNNE TYREE
SMARTY PANTS