



At 211 degrees, water is hot.
At 212 degrees, it boils.
And with boiling water, comes steam.
And steam can power a locomotive.

One extra degree...
makes all the difference.
And, the one extra degree of effort in business and in life... separates the good from the great!

The average margin of victory for the last 25 years in all major tournaments combined was less than three strokes.
The margin for victory between an Olympic Gold Medal and no medal at all is extremely small.
In the 2004 Men's 800m race the margin of victory was .71 seconds.
At the Indy 500...The average margin for victory for the past 10 years has been 1.54 seconds.
On average the winner took home \$1,278,813... the second place prize was \$621,321... a difference of \$657,492.

It's your life.
You are responsible for the results.
It's time to...turn up the heat.

To get what we've never had...
we must do...
what we've never done.

212° Attitude

The only thing that stands between a person and what they want in life...
is the will to try it and the faith to believe it possible.

212° Kindness

It is one of the most beautiful compensations in life...
we can never help another without helping ourselves. (Ralph Waldo Emerson).

212° Belief

Belief fuels enthusiasm, and enthusiasm explodes into passion.
It fires our souls and lifts our spirits.

212° Focus

Having a simple, clearly defined goal can capture the imagination and inspire passion.
It can cut through the fog like a beacon in the night.

212° Perseverance

Perseverance is not a long race: It is many short races, one after another. (Walter Elliot)

You are now aware

You now have a target for everything you do...