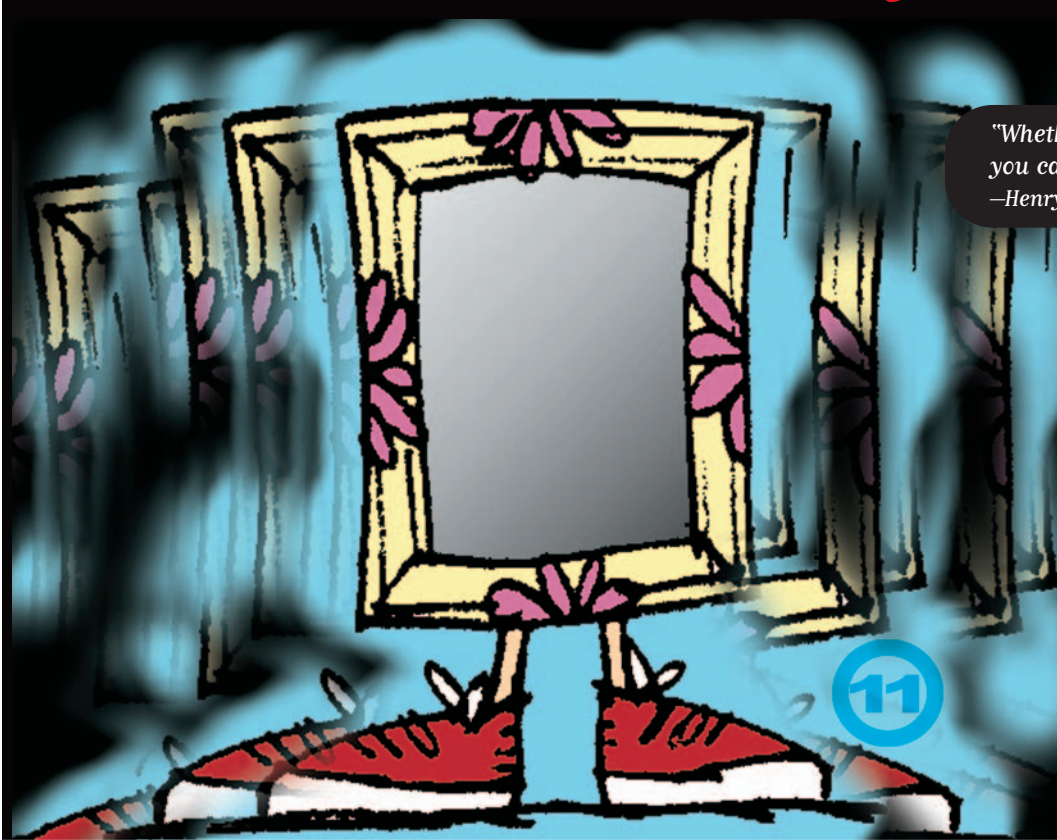


# Who causes you to react

## the way you do?



*"Whether you think you can or think you can't, you're right."*

*—Henry Ford*

Viktor Frankl was a successful psychiatrist whose practice helped people understand that their actions were a direct result of their upbringing, biology and everything that had ever happened to them. Then he ended up in a concentration camp during World War II, which shifted his thinking. In his book, *Man's Search for Meaning*, he states, "We who have lived in concentration camps can remember the people who walked through the huts comforting others, giving away their last piece of bread. They may have been few in number, but they offer sufficient proof that everything can be taken from a person but one thing: the last of human freedoms -- to choose one's attitude in any given set of circumstances, to choose one's own way." If he and others could choose their attitude in the worst of situations, what attitude can you choose in difficult interactions with people at work? At home? Be aware of the attitude *you* choose. And the impact your attitude has on others. Choose wisely.

**Choose Your Reaction**



Training people to innovate for growth  
Facilitating effective meetings  
New product concepts and strategic planning  
Organizational development to foster innovation

*"If I believe I cannot do something, it makes me incapable of doing it. But when I believe I can, then I acquire the ability to do it, even if I did not have the ability in the beginning."*

*—Mahatma Gandhi*



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