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

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