

# Why Adults Fail!

There remains a primitive need  
to fight off the new and strange.



- a) There is an unconscious commitment to what I expect and am conditioned to think is likely.
- b) I have an emotional attachment to that to which I am exposed to first.
- c) I unconsciously kill my thoughts and feelings in order to remain safe and maintain the status quo.
- d) Many times I defend myself in order to gain victory over the other person. I do not wish to appear absurd. I defeat the person who knows (teacher, professional) by not learning.
- e) Proven Fact: It is impossible to think of two things at the same time.

## What a terrifically high fee to pay for remaining ignorant!

Imagine a **HUGE MARKET PLACE** with all the various **STANDS**. Suppose you have a lettuce **STAND**. If you wish to gain knowledge and profit more, you must leave your lettuce **STAND** and go over to the carrot **STAND**. If you talk all the time about lettuce with the carrot man, you'll never learn anything about his vegetable. It is impossible to talk or to hear two things at the same time. The only way to grow and profit in business is to leave your lettuce **STAND** and go **UNDER** the **STAND** of the carrot man. You **UNDER – STAND**.

**To be able to switch from  
STANDING to UNDERSTANDING  
and back at will is the skill of a successful winning person.**

Adolescence:

What  
I  
Know  
+  
Love

Maturity:  
Ability to shift  
concentration  
at will.

What  
I  
Don't  
Know  
+  
Love

**MANY Adults  
have learned  
how not to learn!**

**Like the Adolescent,  
they defend and  
hold onto what they  
already know and love!**

**DO YOU?**

**FACT: Humans cannot think of two things at the same time!**

**Business Persons who do not profit and even Educators may fail  
because they concentrate and defend  
what they already have, know and love.**

**"Be sure that you go to the author to get at his meaning, not to find yours."**