



ONE FOGGY NIGHT AT SEA THE CAPTAIN OF A SHIP SAW LIGHTS AHEAD AND HAD HIS SIGNALMAN CONTACT THE OTHER SHIP BY LIGHT SIGNAL TO AVOID COLLISION.

THE SIGNAL WAS: "CHANGE YOUR COURSE 10 DEGREES SOUTH"

THE REPLY WAS: "CHANGE YOUR COURSE 10 DEGREES NORTH"

**THE SIGNAL WAS: "I AM A CAPTAIN,
CHANGE YOUR COURSE 10 DEGREES SOUTH."**

**THE REPLY WAS: "I AM A SEAMAN FIRST-CLASS,
CHANGE YOUR COURSE 10 DEGREES NORTH."**

THE CAPTAIN WAS VERY ANGRY ABOUT THE LAST REPLY AND DECIDED THAT IT WAS TIME TO LET THE OTHER SHIP KNOW JUST WHAT KIND OF MIGHT AND POWER THAT IT WAS DEALING WITH, AND JUST WHO, IN FACT, WAS RUNNING THIS OPERATION !

**THE SIGNAL WAS: "I AM A BATTLESHIP,
CHANGE YOUR COURSE 10 DEGREES SOUTH."**

**THE REPLY WAS: "I AM A LIGHTHOUSE,
CHANGE YOUR COURSE 10 DEGREES NORTH."**

WATCH YOUR ASSUMPTIONS !

USE ENOUGH WORDS TO MAKE MEANINGS CLEAR !

**WHEN NEGOTIATING - GET THE INFORMATION THAT YOU
NEED BEFORE YOU GET EGG ON YOUR FACE, TIE, VEST, . . .**



**OPINIONS AND FEELINGS ARE FREQUENTLY A PERSONAL TRIUMPH OVER GOOD THINKING
YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.**

