

1. **Show up.** Good mood often comes later.
2. **Ethics** is the study of what is right and wrong. You don't hear the term used enough in commercial life. Nor politics.
3. Yes, your boss is an idiot. Seriously, *are you going to let that deter you?*
4. Cold beer. Grilled fish. Hot chips. Sunset. Planet Earth. **Love every minute.**
5. Satnav is for the route to Liverpool. There is no Satnav for happiness apart from taking step 1 on the rocky road, keeping an eye on the weather and being helpful to fellow travellers.
6. Children need **encouragement** not platitudes.
7. The body gives excellent feedback concerning its health. If only we would listen.
8. **Fame is a nuisance.** You can no longer be who you were born to be.
9. Frustration is temporary.
10. An MBA will teach you about the past. *Great business needs to identify the future.*
11. School wants the answers people have given many times before. **Business needs the questions nobody has asked before.**
12. JFK. Not perfect by any means. But he did reflect, he did consider. *And he did have dress sense.*
13. If pencil, paper and a doppio espresso can't solve **the problem, the problem hasn't been framed precisely** enough.
14. **Your language is the code** which writes your software which is your thinking which manages your behaviour.
15. **Classics are classic for a reason** be they War and Peace, Penny Lane or Rioja & Manchego.
16. Jeans come and go. *Waistlines define you.*
17. **Facebook is a thought experiment** designed by alien life forms. *We almost fell for it.*
18. Be prepared to fail to learn.
19. E-mail is for efficiency (*getting stuff done*). **Civilised conversation is for effectiveness** (*getting the right stuff done*).
20. **Ask questions** of people who know what they are doing to learn how to do what they do.
21. **The New Pension**= love your job x stay fit x mini breaks.
22. **Love activity.** Not the fridge.
23. **Stories** are not a marketeer's tool. Stories are the fabric of human life.
24. Linked In is similar to a car parts catalogue but of people. And far, far, far less accurate.
25. **Sometimes you will get a break.** Be alert enough to spot it, run with it and thank those who sparked it.
26. Sex is for now. Love is for life.
27. **You can't copy a great business idea.** It's been done. But you can be inspired by the thinking, courage and sheer oomph that led to that great business idea.
28. *If you are feeling anything less than great,* reduce sugar, alcohol and screen time.
29. Glorious sunsets are the **best punctuation marks** you will ever stumble across.
30. Her eyes, observed patiently, will take you to the **edges of the universe.** And back.
31. **The last thing you want** is your name pre-printed on a bottle of cola. *People might think you drink the stuff.*
32. Smartphones are easy; the return is surfing fatigue. *People are complicated; the return is magic.*
33. **Simplify** more evenings to sleep really well.
34. **Rain encouraged** different play.
35. **Things to pay an expert for:** your personal balance sheet accurately calculated; your body fat index; proof reading of your self-published novel.
36. **Things in which to invest:** art which you enjoy, your health and decent cooking pans.

37. If you can make *flossing your teeth* part of your routine **you can crack anything.**
38. Project Management is (1) break big stuff down (2) attach that smaller bit to a date (3) make someone responsible.
39. **Productivity** is not an app. It's an explicit decision.
40. **You don't need approval** to do your greatest work, you simply need to put aside immediate comfort.
41. **Increase the time you invest in yourself everyday.** Start today with a lunch-time walk for no reason at all.
42. **Create a real photo album of real photos** with real hand-written dates and comments. In five years from now, you'll be pleased you did.
43. **Children think better** when they regularly run, jump, swing and swim and fall asleep exhausted to long, deep sleep.
44. There are quick ways to feel good e.g. the sugar rush. *There are slower and accumulative ways to feel great e.g. becoming rock star good at something.*
45. Digital interrupts are just that.
46. **To really understand someone**, not only do you need to walk in their moccasins, you need to listen to what they are saying.
47. **The noticeable value** of what you are spending depreciates rapidly in order cash, cheque, debit card and credit card. Save more, spend less by using cash wherever possible.
48. Worrying that you are not always happy will cause you to be unhappy.
49. *You don't need a personal trainer to get very fit.* You need to use the car significantly less.
50. **A ball and a wall and a rhythm** will return stability to your life. Anytime.
51. **Walk on real earth.** *See the sea or mountains or desert or outback or jungle.* At last once a week to stay sane.
52. **Seek loads of feed-back from loads of people often.** Look for the themes. Build on the positives. Eliminate the negatives.
53. **Simplify your life so that you can breathe.** Finances: simplify. Stuff: simplify. Schedule: simplify. Freezer: simplify. Technology: simplify. Delete, chuck and just say no.
54. **Think Global.** *Eat local.*
55. **Get rid of the phrase "I don't have time".** That's a given. Replace it with: *"what's the choice I need to make?"*.
56. Read [smart bloggers](#) for smart ideas.
57. **Regularly re-boot.** Ask the question: *If I were starting over.....Age 24, 44, 84. Anytime.*
58. **Never give up.** *Use a different map: change route, change scale, change transport.*
59. Find a pen you like. Find a notebook you like. **Write every damn day.**
60. **Look how far you have come.** Take a moment to celebrate.
61. Laughter doesn't just heal. **It allows you to glimpse a version of you with no cares at all.**
62. **Price reductions** are not business strategies. They are slippery slopes.
63. **Who's writing your script?** *Fire them and get someone new.*
64. **There are loads of ideas out there to solve any problem you have.** *You simply need to sit quietly enough to be able to tune into them.*
65. *Whenever you find yourself on the side of the majority, it is time to **pause and reflect.*** Mark Twain.
66. Walk on your own. Walk with your child, walk with your beloved. **But walk.**
67. Choose your coffee carefully.
68. **Have side projects. They may become your new life.**
69. **Observe like Leonardo da Vinci.** *And then write about it.*

70. *Human freedom involves our capacity to pause, to choose the one response toward which we wish to throw our weight.* Rollo May
71. A bicycle gives freedom on two wheels. **An engaged brain gives total freedom on two legs.**
72. Things **in which to invest**: a juicer for vegetable juices, good quality sun glasses and a decent propelling pencil.
73. **FFS. WTF. JFDI.** Sometimes you just need a good strong Anglo-Saxon word to get some momentum.
74. **Begin.** Don't worry about the ending. Unless it's a Moon Mission, Channel Tunnel or Foreign Invasion.
75. **Things to set up**: a jam jar in which to save, regular 'one-to-one's with each of your children, a system for staying fit.
76. Rain or shine. Fog or snow or hail or drizzle or mist or hail or chill wind. **Get outside. Move.**
77. **Sit quietly on a formal upright chair. Close your eyes. Notice your breathing. Really notice your breathing.** *How long before you fall asleep?* That correlates closely with your sleep debt. Time to fix it?
78. Get a chalkboard. Get a whiteboard. Get large pads of paper. *Write, draw and dream.* **But do it BIG.**
79. **Paella is not risotto.** And twitter is not a marketing strategy.
80. Don't miss today. Wake up, *be reasonable* and **deliver.**
81. **The Thing Is.** *Is that really the desk of the hero in the film which runs constantly in your head?*
82. **Scale is important.** To appreciate the enormity and magic of the universe? Crikey! But the magic of a nicely prepared meal with good company...
83. **It's subtle.** But important. Much demotivates when missing. But doesn't motivate in itself. What does truly motivate? *When you are doing what you were meant to do on Planet Earth.*
84. *Falling in love is the initial chemical reaction.* What's the **catalyst** after that?
85. Write down your distractors. **Eliminate them** wherever ethically possible.
86. You could probably eat **a load more vegetables** and no harm would come to you at all. *Which sure ain't true of much of that shopping list.* Cheerios. Haha.
87. *"Thoughts meander like a restless wind inside a letter box"* Across The Universe, The Beatles.
88. If you accept that you are **not correct** at least you can feel good knowing you are right about that.
89. **A list** directs attention. Multiple lists confuse attention.
90. **Things work out** when you help them work out.
91. Every **considered choice** you make is access to a different, better alternate universe. *No working knowledge of quantum mechanics needed.*
92. Drink water the first time you feel hunger. You'll eat fewer unnecessary calories.
93. You need a boyfriend who encourages you. *Not one who tells you where you are going wrong.*
94. **Out-think, out-plan, out-act** your competitors.
95. You are not your crappy thoughts: they come and go while you stay around: simply wait until the crappy thoughts leave. *Or go on a walk and out pace them.*
96. Better in small amounts: confectionary, parachute jumps, Latin translation homework and sushi.
97. **A plant** would make your cubicle more hospitable. *A surfboard would surprise the management.*
98. Don't just think fitness. Think strength. Think mobility, agility, resilience and good form. **The urban jungle is tougher than ever.**
99. Better in large amounts: hugs, nice new empty notebooks, undiscovered authors and trips to the theatre.
100. **It'll be ok.**
101. **Pause and consider** on a daily basis. In the park. Over tea. With someone nice.