

# THIRD-COLUMN THINKING

A good story is memorable. A **GREAT** story inspires you to apply its lesson and reach your full potential. But **GREATNESS** resides in your third column, where you define how that application will improve your future behavior.

I WILL REMEMBER	I WILL APPLY	WHICH WILL IMPACT & IMPROVE
<p><b>EXAMPLE</b></p> <p><i>Michael Jordan's reaction to losses.</i></p> <hr/>	<p><b>EXAMPLE</b></p> <p><i>I will take excuses off the table.</i></p> <hr/>	<p><b>EXAMPLE</b></p> <p><i>I know in order for me to grow from a failure, I cannot blame someone else. To ensure my losses lead to future wins I will ask myself: "What could I have controlled and done differently?"</i></p> <hr/>

**#THIRDCOLUMNTHINKING**