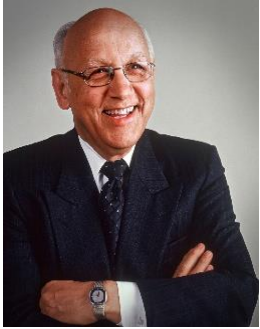




# CASWELL CORPORATE COACHING COMPANY

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**Bill Caswell** is an experienced coach of CEOs and senior executives around the globe. He is the author of 26 books, written, by a CEO for CEOs.

### **CCCC Events**

21-22 January 2020  
*Planning*  
Guadalajara Jal., Mexico

15 February 2020  
*Planning*  
Ottawa ON, Canada

20 February 2020  
*Best Kept Management Secrets seminar*  
Ottawa ON, Canada

22-23 April 2020  
*Planning*  
Cornwall ON, Canada

21-27 May 2020  
*Practical MBA*  
Ottawa ON, Canada

4-6 June 2020  
*Planning*  
Guadalajara, Jal., Mexico

For more information, write us at:  
[caswellccc.com](http://caswellccc.com)

## Mother Theresa

**A quote from Mother Theresa fits so well into the CCCC mantra and business operations, that it is re-stated below with slight modifications.**

*People are often unreasonable illogical and self-centered;  
Forgive them anyway.*

*If you are kind, people may accuse you of selfish, ulterior motives;  
Be kind anyway.*

*If you are successful, you will win some false friends and some true enemies;  
Succeed anyway.*

*If you are honest and frank, people may cheat you;  
Be honest and frank anyway.*

*What you spend years building, someone could destroy overnight;  
Build anyway.*

*The good you do today, people will often forget tomorrow;  
Do good anyway.*

*Give the world the best you have, and it may never be enough;  
Give the world the best you've got anyway.*

*You see, in the final analysis, it is between you and your conscience;  
It was never between you and them anyway.*

### **From the CCCC business perspective:**

*People are often unreasonable, illogical and self-centered;  
PAVF tells us this is going to happen, anyway.*

*If you are kind, people may accuse you of selfish, ulterior motives;  
Be respectful anyway, because respect has been demonstrated as the only path to long-term business success.*

*If you are successful, you will win some false friends and some true enemies;  
Succeed anyway.*

*If you are honest and frank, people may cheat you;  
Be honest and frank, since it forms part of the respect remedy.  
What you spend years building, someone could destroy overnight;  
Every business has its ups and downs.*

*The good you do today, people will often forget tomorrow;  
You are only as good as your most recent success.*

*Give your business the best you have, and it may never be enough;  
Give your business the best you've got anyway.  
You see, in the final analysis, it is between you and your personal sense of  
well-being;  
It was never between you and them anyway.*

Bill