

# Paul Oreffice's Ten Tips on How to Succeed

In 1977, as Paul Oreffice flew to Texas A&M's college graduation ceremony, he realized he had not yet written his speech. He began to jot down what he believes is the best advice for the future leaders of America. Arriving at the ceremony, Oreffice stood in front of 12,000 graduates and began delivering his "Top Ten Tips on How to Succeed". As the speech came to a close, the crowd rose to their feet in thunderous applause. As Oreffice left the ceremony, countless parents and students approached him with heartfelt appreciation for the honesty in Oreffice's words. In fact, so many were inspired that he received letters of thanks months after the ceremony. The advice Oreffice provided are the founding principles that have resulted in his great successes in both his personal and professional lives. Oreffice continues to use these tips as a template to inspire those striving to reach their dreams.

## Oreffice's 10 Tips:

- 1. Do the common thing uncommonly well.**
- 2. Know how to use your education. You might not be sure of what you want to do now. Your education gives you options; consider them and use them.**
- 3. Experiment early in your career to see what you are best at.**
- 4. Always stand up for what is right. You can fight City Hall, but be graceful if you lose. You must live to fight another day.**
- 5. Learn how to communicate. Be clear and concise, and learn how to listen.**
- 6. Beat the boss at anything. There's no such thing as "customer golf." A winner is a winner is a winner.**
- 7. Make others around you look good. Make your boss look good and let him take your ideas. It will pay off in the long run. I call this the "Godfather Principle."**
- 8. Have fun in whatever you do. People who enjoy their job are the most productive.**
- 9. Be kind and understanding.**
- 10. Behind every problem is an opportunity. See solutions, not problems. Be positive.**

*"You will find a lot of people that tell you that the world is full of problems. So, what's new? Has there ever been a world without problems? Behind every problem is an opportunity.... With your optimism, your enthusiasm, your effort, your brains, and your dedication, we can keep this the greatest country in the world, as it has been for 200 years."*

—Paul Oreffice, Former CEO of Dow Chemical