

Self-Transformation Reminders

In his introduction to *Good Profit*, Charles Koch details how virtuous cycles are central to the transformative Vision of Koch Industries. In his following book, *Continually Transforming Koch Industries through Virtuous Cycles of Mutual Benefit*, he offers the reader these quick and easy reminders to help them keep on track in their own path of self-transformation when creating or contributing to virtuous cycles of mutual benefit.

1 Know your true abilities.

Constantly explore to discover your aptitudes — what you naturally do well — then pursue whatever you enjoy that will enable you to contribute. To succeed, we must be realistic about our abilities and where they can create value. Take note of how you spend (or waste) your time.

2 Work hard to develop your abilities.

You must master the application of your gift if you want to make the greatest possible contribution. At the age of 85, I'm still striving daily to enhance my abilities to create more value. Don't waste your life trying to succeed in a role you're not good at.

3 Apply your abilities in ways that benefit others.

True success comes from benefitting others as the way to benefit yourself. As you encounter obstacles to self-actualizing and creating mutual benefit, don't give up — find the right occupation and then dedicate yourself to it. As Maslow warned: "If you deliberately plan to be less than you are capable of becoming, you'll be deeply unhappy the rest of your life."

4 Continually transform yourself.

Continuous improvement is not a process, it's a way of life. No matter how much success you achieve, be dedicated to lifelong learning. Don't let success destroy your initiative or willingness to embrace change — and don't let failures cause you to give up. If you see something that is wrong or wasteful, even (or especially) if it's a policy from on high, challenge it. And, if at first you don't succeed, keep challenging.

5 Have a purpose in life.

What is your North Star? What guides your actions? The desire to make money, be popular, enjoy life's pleasures or live as long as possible is not the same as having a true purpose. I believe your greatest rewards will come from becoming contribution motivated in ways that draw on your gifts.