



A TIME TO
CONTEMPLATE

Inspired by
Henry D. Thoreau

By



For



A TIME TO **CONTEMPLATE**

Over one hundred and fifty years ago, Thoreau sat beside a pond and wrote in his journal:

“Direct your eye right inward, and you’ll find a thousand regions in your mind yet undiscovered. Travel them, and be expert in home-cosmography.”

Writer, naturalist, philosopher, visionary, Thoreau was the consummate ponderer. He spent his life asking questions of the natural world, of commerce, of society, of himself.

Though few of us are able to spend our lives in the wilderness or pass our days observing a sparrow, we are all, in one way or another, observers. We are all, consciously or not, seekers.

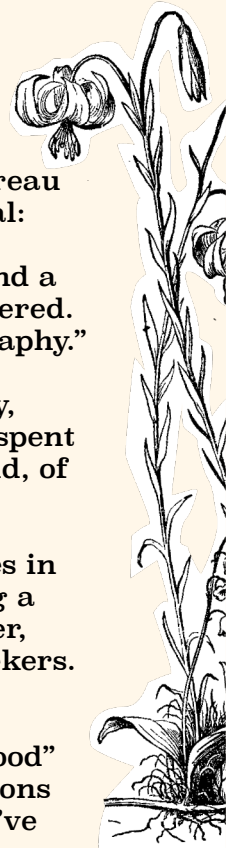
What kind of responsibility do we have to the world? What does it mean to be a “good” business? We’ve been asking a lot of questions around WORK, and we have a feeling you’ve been asking your share, too.

And so, from one seeker to another, we present you this gift.

May you find your own Walden Pond,



Cabell S Harris



HOW WELL DO YOU KNOW YOURSELF?

WHAT ARE YOU MADE OF?

WHAT DO YOU
BELIEVE IN?

WHAT DO YOU DREAM OF?

WHAT ARE YOU DOING HERE?
WHERE ARE YOU HEADED?

HOW DO YOU KEEP GOING?

WHY DOES YOUR WORK MATTER?

WHAT IS YOUR
OBLIGATION TO
THE WORLD?

WHAT WILL THEY SAY ABOUT YOU?

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HOW WELL DO YOU KNOW
YOURSELF?

Every one of us has in him a continent of undiscovered character.
Blessed is he who acts the Columbus to his own soul. —*Author Unknown*

How and where did you spend your time when you were ten years old?

When do you feel most yourself now?

Where do you feel most at peace? Most inspired? Most alive?

What is your most indispensable possession?

Who do you most admire? What qualities do you share with that person?

What are you optimistic about?

What's the best thing anybody's ever said to you?

What are you pessimistic about?

Worst?

What are you afraid of?

What would you consider to be the greatest compliment you could receive?

What's the most remarkable thing you've ever done?

The most courageous?



The most selfless?

How much does happy have to do with success?

The most adventurous?



“LEARNING HOW TO OPERATE A SOUL FIGURES TO TAKE TIME.”

—Timothy Leary



What’s the best time of day for you to reflect?

WHAT ARE
YOU MADE OF?

“You cannot dream yourself into a character;
you must hammer & forge yourself one.” —James A. Froude

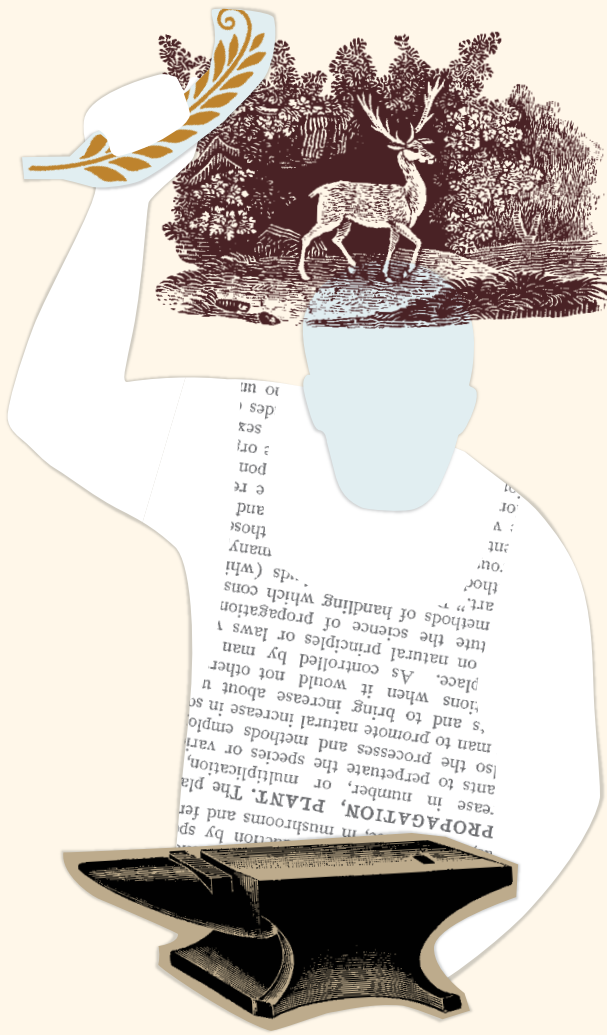
What circumstances put you in a thoughtful mood?

How much control do you have over those circumstances?

“WE KNOW WHAT WE ARE, BUT KNOW NOT WHAT WE MAY BE.”

— William Shakespeare

What’s still to come in you?



What five moments have most shaped the way you are?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

What five people have most influenced your sense of right and wrong?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

What people and events have most formed your ideas about the world?



**“A MAN WHO VIEWS THE WORLD THE SAME AT FIFTY AS HE DID AT TWENTY
HAS WASTED THIRTY YEARS OF HIS LIFE.”**

—Muhammad Ali

How have your views of the world changed over the last thirty years?

A graphic design for the 'CHARACTER' section. It features a green, torn-edge paper background on the left with a brown floral pattern. A white rectangular box with a gold border contains the word 'CHARACTER' in gold. Below this, a white box contains the text '“MORAL QUALITY; THE PRINCIPLES AND MOTIVES THAT CONTROL THE LIFE.”'. To the right, a light blue box contains the text '“ACTION IS CHARACTER.” —F. Scott Fitzgerald'. The page number 'pg. 11' is in the top right corner.

CHARACTER

**“MORAL QUALITY; THE PRINCIPLES AND MOTIVES
THAT CONTROL THE LIFE.”**

“ACTION IS CHARACTER.” —F. Scott Fitzgerald

pg. 11

How do *you* define character?

Charles Schultz, creator of the “*Peanuts*,” had his own thoughts about character, which he shared with people by way of these two little quizzes:

QUIZ 1

1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
3. Name the last five winners of the Miss America pageant.
4. Name ten people who have won the Nobel or Pulitzer Prize.
5. Name the last half dozen Academy Award winners for best actor and actress.
6. Name the last decade’s World Series winners.

How did you do?

The point is, none of us remember the headliners of yesterday.
These are no second-rate achievers. They are the best in their fields.
But the applause dies. Awards tarnish. Achievements are forgotten.
Accolades and certificates are buried with their owners.

QUIZ 2

1. List a few teachers who aided your journey through school.
2. Name three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Think of a few people who have made you feel appreciated and special.
5. Think of five people you enjoy spending time with.

Easier?

The lesson: The people who make a difference in your life are not the ones with the most credentials, the most money, or the most awards.
They are the ones who care.

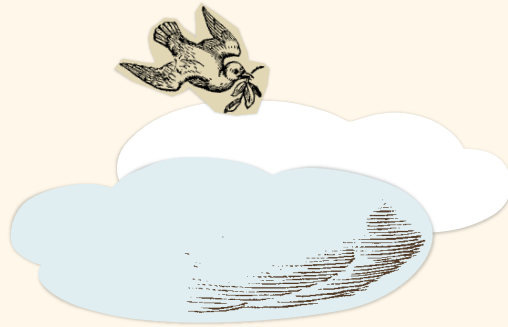
“CHARACTER IS HIGHER THAN INTELLECT. A GREAT SOUL WILL BE STRONG TO LIVE AS WELL AS THINK.”

— Ralph Waldo Emerson

In the people you know, do you tend to place a higher value on character or intellect?

Which do you value more in yourself?

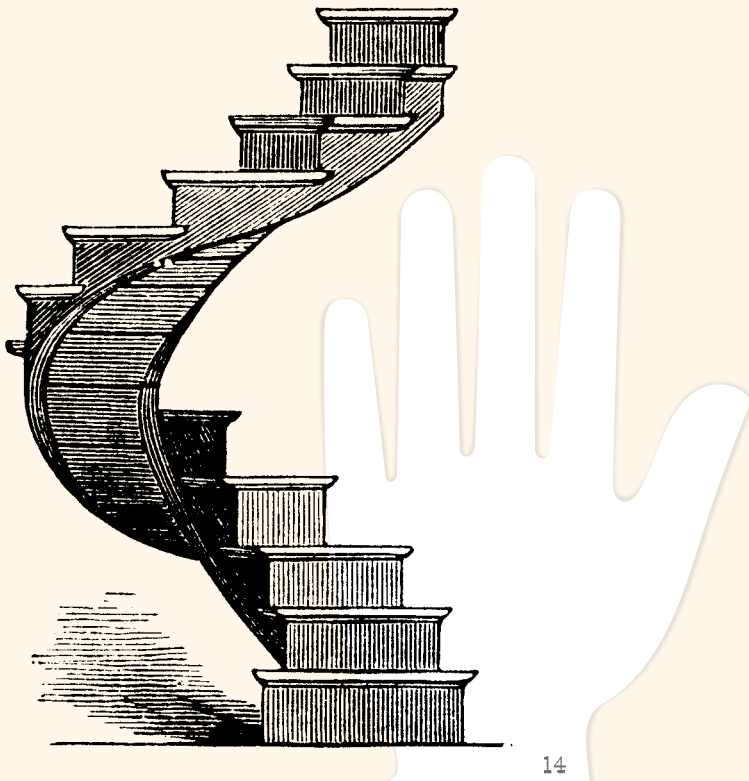




When was the last time you took a risk?

WHAT DO
YOU BELIEVE IN?

"Faith is taking the first step even when you don't see
the whole staircase." —*Martin Luther King, Jr.*



What do you wish you had the courage to do?

An ancient history book states that faith is
"BEING SURE OF WHAT YOU HOPE FOR AND CERTAIN OF WHAT YOU DO NOT SEE."

Do you believe in a God?

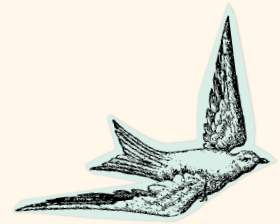
What is God?

What role does your idea of God play in your work?
In your sense of purpose?

**“BE FAITHFUL IN SMALL THINGS BECAUSE IT IS IN THEM
THAT YOUR STRENGTH LIES.”** — *Mother Teresa*

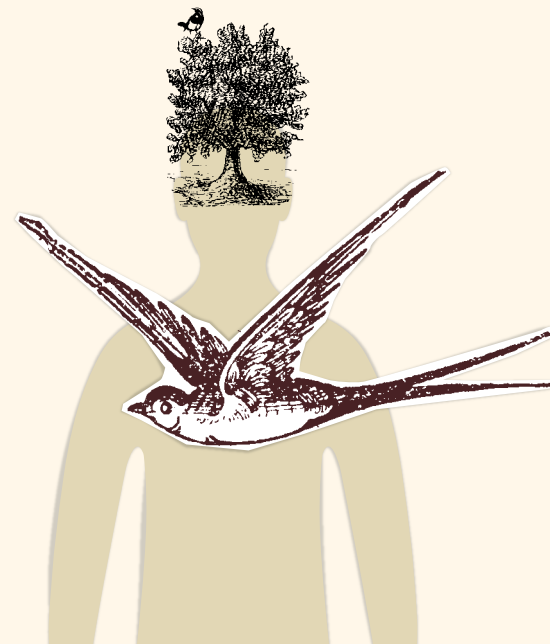
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To which things in your life are you most attentive?
Do you spend most of your energy on the big things or the small things?



WHAT DO YOU DREAM OF?

“The man who has no imagination has no wings.” — *Muhammad Ali*



What do you dream at night?

Is it possible to live your dreams?

What do you dream during the day?


**“A MAN IS A SUCCESS IF HE GETS UP IN THE MORNING
AND GETS TO BED AT NIGHT,
AND IN BETWEEN HE DOES WHAT HE WANTS TO DO.”** — *Bob Dylan*


Are you doing what you want to do?

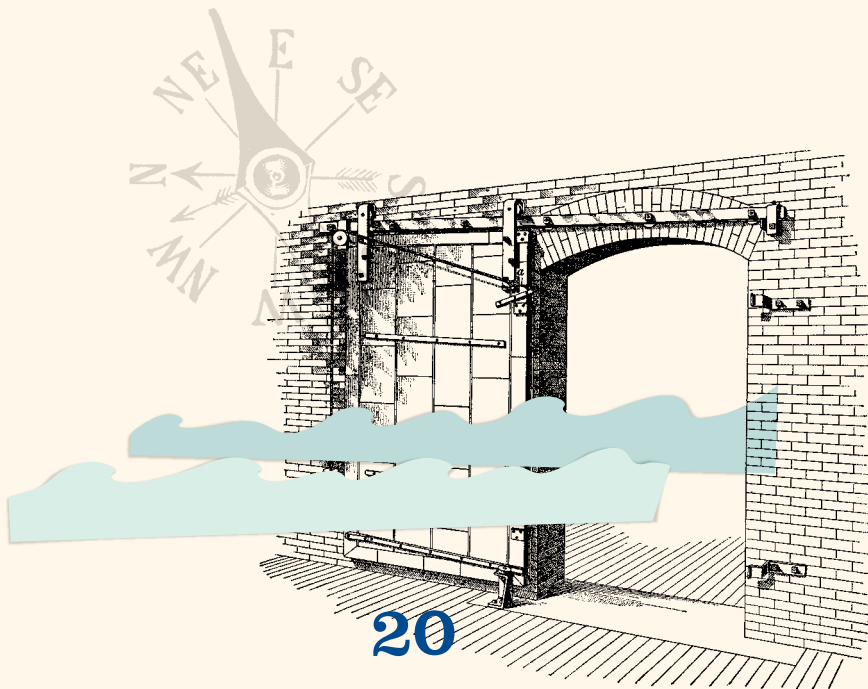

**“A MAN IS RICH IN PROPORTION TO THE NUMBER OF THINGS
HE CAN AFFORD TO LET ALONE.”** — *Thoreau*

Is it your dream to do something important with your life
or to live in a way that affords you the ability to do very little?

WHAT ARE
YOU DOING HERE?

“You must live in the present, launch yourself on every wave,
and find your eternity in each moment.” — *Thoreau*

WHERE ARE
YOU HEADED?



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According to Rainer Maria Rilke,
“The purpose of life is to be defeated by greater and greater things.”

Shirley Maclaine once said:
“I think of life itself now as a wonderful play
that I’ve written for myself, and so my purpose is to have
the utmost fun playing my part.”

On a scale of Rilke to Maclaine, where are you?



What is your purpose?

“Look, I don’t want to wax philosophic, but I will say that if
you’re alive you’ve got to flap your arms and legs, you’ve got to
jump around a lot, for life is the very opposite of death, and
therefore you must at very least think noisy and colorfully, or
you’re not alive.” — *Mel Brooks*

“Unbeing dead isn’t being alive.”

— *E. E. Cummings*



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When's the last time you wandered, walked out the door without a destination?
What did you do? What did you see?

Where did you go? What did you see?



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"PERHAPS THE TRUTH DEPENDS ON A WALK AROUND THE LAKE."

—Wallace Stevens

What if you walked out of your office
right now with absolutely no plan?

What could you change about your circumstances
that might introduce you to a new part of yourself?



"I MET A LOT OF PEOPLE IN EUROPE. I EVEN ENCOUNTERED MYSELF."

—James Baldwin

**"A JOURNEY IS A PERSON IN ITSELF; NO TWO ARE ALIKE.
AND ALL PLANS, SAFEGUARDS, POLICING, AND COERCION ARE FRUITLESS.
WE FIND THAT AFTER YEARS OF STRUGGLE THAT
WE DO NOT TAKE A TRIP; A TRIP TAKES US."** —John Steinbeck

Where has the trip taken you so far?

If your life were a map, where would the wilderness areas be?
The tangly places?
The places you haven't yet been?

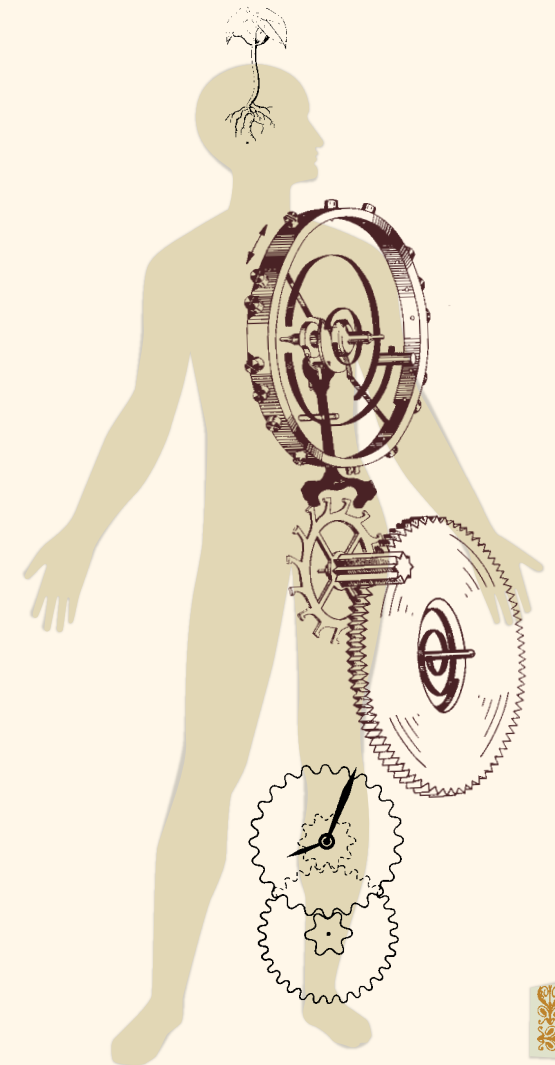
**"IF YOU DON'T GET LOST,
THERE'S A CHANCE YOU MAY NEVER BE FOUND."**

—Author Unknown

HOW DO YOU **KEEP GOING?**

"To many people adversity, trials, afflictions and similar disciplinary experiences are like stumbling-blocks... In reality they are stepping-stones upon which we may mount into a sphere of less selfishness and greater service."

Extracted from the 1923 book HAPPINESS, by Frederick S Attwood



What are the hardest moments you can remember?

What did you learn from those difficult times?

How are you a different person because of them?

According to Dr. Robert Leahy:

"People worry as a tool, as a mental strategy to get rid of uncertainty and to somehow control things that they cannot control, and once you realize how hopeless that really is ... that's liberating ... and you're going to focus on things in the present moment that you really can enjoy ..."

He also said:

"Eighty five percent of the things that people worry about actually have a positive outcome. So they're worried about all these things that turn out to be okay."

List your worries:

Circle the worries you have control over.
Cross out the ones you can't control.

**"THE PESSIMIST SEES DIFFICULTY IN EVERY OPPORTUNITY.
THE OPTIMIST SEES THE OPPORTUNITY IN EVERY DIFFICULTY."**

—Winston Churchill



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WHY DOES
YOUR WORK MATTER?

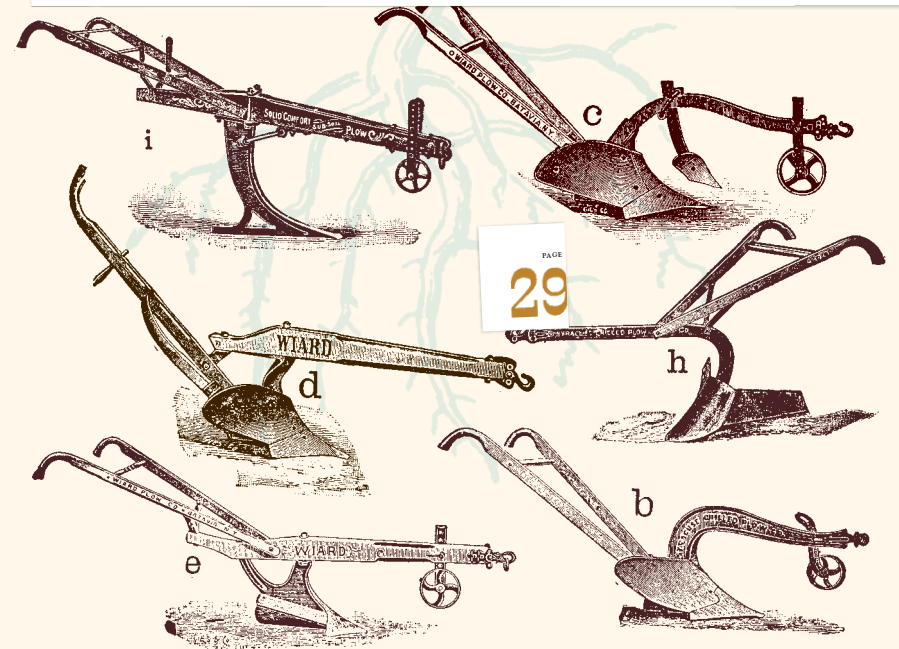
**“WHEN WE ARE NO LONGER ABLE TO CHANGE A SITUATION
WE ARE CHALLENGED TO CHANGE OURSELVES.”**

— Viktor Frankl

When in your life have you found this to be true?



“It is not enough to be industrious; so are the ants.
What are you industrious about?” — Henry David Thoreau



Milton, creator of PARADISE LOST, lost sight after reaching middle age. He once said,
“He that hath light within his own clear breast
may sit in the center of the night and enjoy bright day.”



Toward what end are you working?

**"ALL ENDEAVOR CALLS FOR THE ABILITY TO TRAMP THE LAST MILE,
SHAPE THE LAST PLAN, ENDURE THE LAST HOURS TOIL.
THE FIGHT TO THE FINISH SPIRIT IS THE ONE CHARACTERISTIC WE MUST POSSESS
IF WE ARE TO FACE THE FUTURE AS FINISHERS."**

— Thoreau

Are you doing the work you were born to do?

How will you know when your work is done?

**"YOUR WORK IS TO DISCOVER YOUR WORK,
AND THEN WITH ALL YOUR HEART TO GIVE YOURSELF TO IT."**

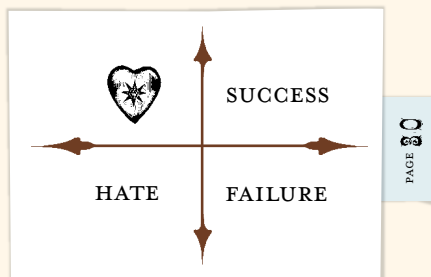
— Buddha

How much of yourself do you give to your work?

What, in your work, is the ultimate achievement?
By whose standard? Yours? Your employer's? The world's?

**"I'D RATHER BE A FAILURE AT SOMETHING I LOVE
THAN A SUCCESS AT SOMETHING I HATE."**

— George Burns



What is beyond the ultimate achievement?



How do we take up the challenges of the 21st century
and be more courageous in our work?

WHAT IS YOUR
OBLIGATION TO THE WORLD?

Make a list of the gifts the world has given you.

Make a list of the gifts you've given to the world.

**"REMEMBER ALWAYS THAT YOU NOT ONLY HAVE THE RIGHT TO BE AN INDIVIDUAL,
YOU HAVE AN OBLIGATION TO BE ONE."** — Eleanor Roosevelt

What obligation do we have as individuals?

How does our obligation differ from the obligation of our parents?

"It is every man's obligation to put back into the world at least the
equivalent of what he takes out of it." — Albert Einstein

**"THE WORLD IS A DANGEROUS PLACE,
NOT BECAUSE OF THOSE WHO DO EVIL, BUT BECAUSE OF
THOSE WHO LOOK ON AND DO NOTHING."** —Albert Einstein

Is there something you've been ignoring in your life?

What one small step closer to it could you take today?

**"YOU MUST LOVE THE CRUST OF THE EARTH ON WHICH YOU DWELL
MORE THAN THE SWEET CRUST OF ANY BREAD OR CAKE;
YOU MUST BE ABLE TO EXTRACT NUTRIMENT OUT OF A SAND HEAP."**

—Thoreau



according to the
Josephson Institute,
Center for Business Ethics

TRUSTWORTHINESS

BE HONEST

Don't deceive, cheat or steal Be reliable — do what you say you'll do
Have the courage to do the right thing Build a good reputation
Be loyal — stand by your family, friends and country

RESPECT

TREAT OTHERS WITH RESPECT; FOLLOW THE GOLDEN RULE

Be tolerant of differences Use good manners, not bad language
Be considerate of others' feelings Don't threaten, hit or hurt anyone
Deal peacefully with anger, insults and disagreements

RESPONSIBILITY

DO WHAT YOU ARE SUPPOSED TO DO

Persevere: keep on trying! Always do your best
Use self-control Be self-disciplined
Think before you act Be accountable for your choices

FAIRNESS

PLAY BY THE RULES

Take turns and share Be open-minded; listen to others
Don't take advantage of others Don't blame others carelessly

CARING

BE KIND

Be compassionate and show you care Express gratitude
Forgive others Help people in need

CITIZENSHIP

DO YOUR SHARE TO MAKE YOUR SCHOOL AND COMMUNITY BETTER

Cooperate Get involved in community affairs
Stay informed; vote Be a good neighbor
Obey laws and rules Respect authority
Protect the environment

Using the six core ethical values as your guide,
write a progress report for yourself.

Trustworthiness _____

Respect _____

Responsibility _____

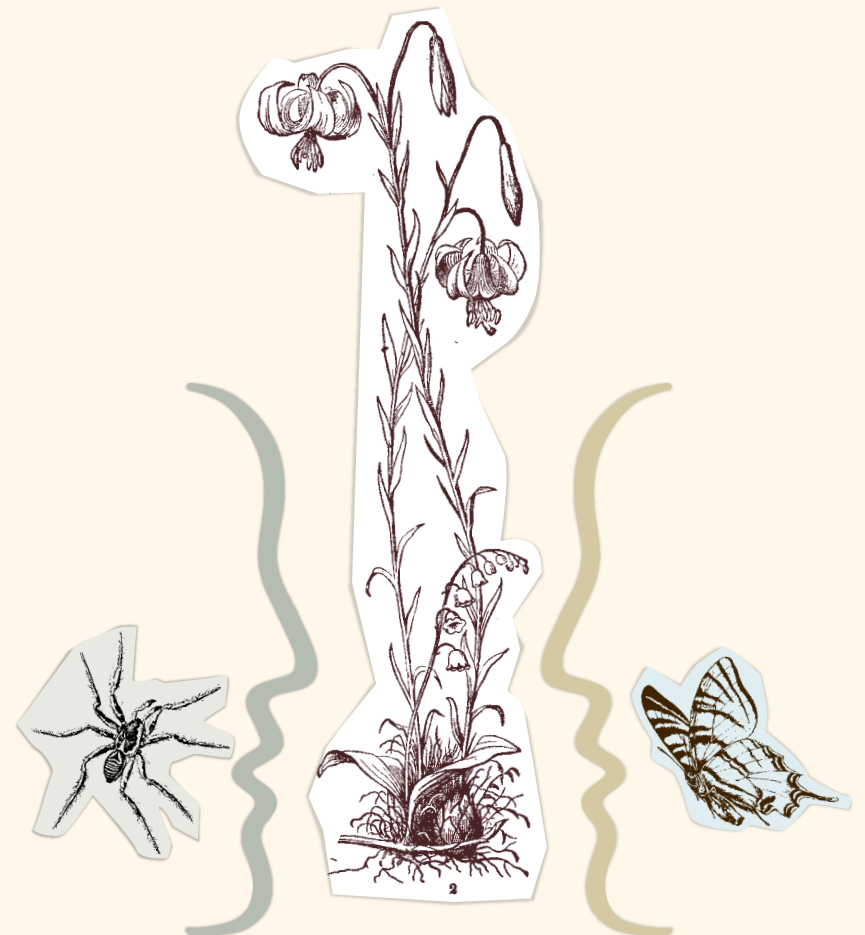
Fairness _____

Caring _____

Citizenship _____

WHAT WILL THEY
SAY ABOUT YOU?

"It seems to me that if you or I must choose between two courses of
thought or action, we should remember our dying and try to live so that
our death brings no pleasure to the world." —*John Steinbeck*



**"OUR DUTY, AS MEN AND WOMEN, IS TO PROCEED AS IF LIMITS
TO OUR ABILITY DID NOT EXIST. WE ARE COLLABORATORS IN CREATION."**

What will be said about you after you've gone?

What will your colleagues say?

What will your family say?

What will your friends say?

What will be your legacy?



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I know of no more encouraging
fact than the unquestioned ability
of a man to elevate his life by
conscious endeavor.

— Henry David Thoreau



**LET'S BE FRIENDS AND
COLLABORATE ON SOMETHING**



Whether we're creating an advertising campaign that will break through the clutter or bringing our own products to market, we know we are ultimately in the idea business. We publish books. We brew our own beer. We're designers, writers, strategists, professors, and students. And we're all brought together by one common belief: Nothing is more compelling than a smart idea, executed well.

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**CREATE WORK YOU LOVE,
WITH PEOPLE YOU LIKE,
IN A PLACE YOU WANT TO BE.**

