

The leading characters in the Enron scandal were superstars for a few years but ultimately their ruthless pursuit of money and fame resulted in their downfall. In contrast, people like Oprah, Richard Branson, Sam Walton and Warren Buffett have achieved long-term success because they have concentrated on producing products and services that benefit others.

Believe in Your Mission

When the Tin Man stands before the Wizard of Oz to receive his heart, the Wizard booms, “You don’t know how lucky you are to not have one.” The Tin Man says, “But I, . . . I still want one.”²⁰

The Tin Man intensely believes that he needs a heart to make him human. He doesn’t care if the Wizard thinks it is a good idea. He is deeply committed to having a heart so he can be compassionate and caring. To become a superstar, we must choose a mission that is intensely important to us. It may not make sense to others but we need to believe in its value and be totally committed to it.

Superstars strongly believe in the value of their missions and fiercely embrace them. It is the strength of their belief that generates the unshakable commitment that they have to achieving these missions. Anita Roddick started The Body Shop because she deeply believed in the power of natural beauty products from around the world to nourish and improve women’s skin. This belief in the value of her products was a key factor in making her first Body Shop in Brighton, England successful. She recalls:

Talking about products was never a chore. Passion persuades, and by God I was passionate about what I was selling. I loved to tell people where the ingredients had come from, how they were used in their original state and what they could do.²¹

Fred Smith started Federal Express because he intensely believed that as reliance on technology increased, there would