

ZACK'S FIVE FAVORITE QUOTES AND LESSONS

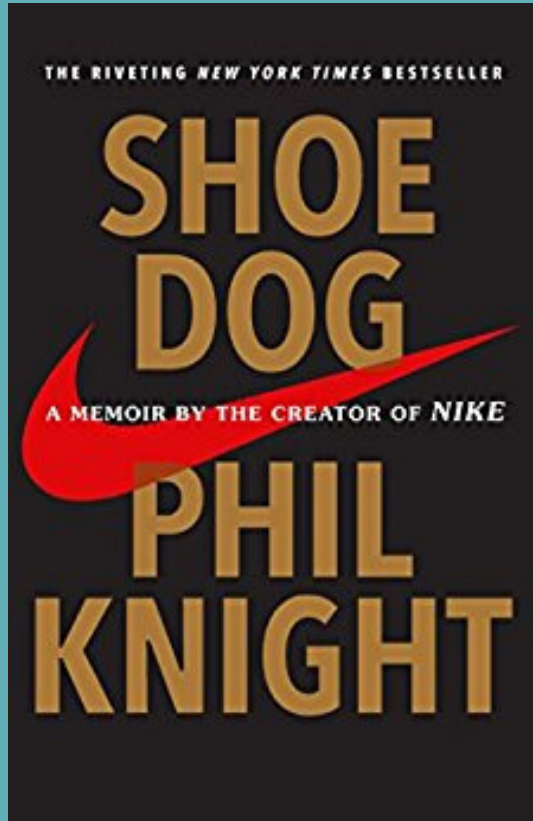
Shoe Dog

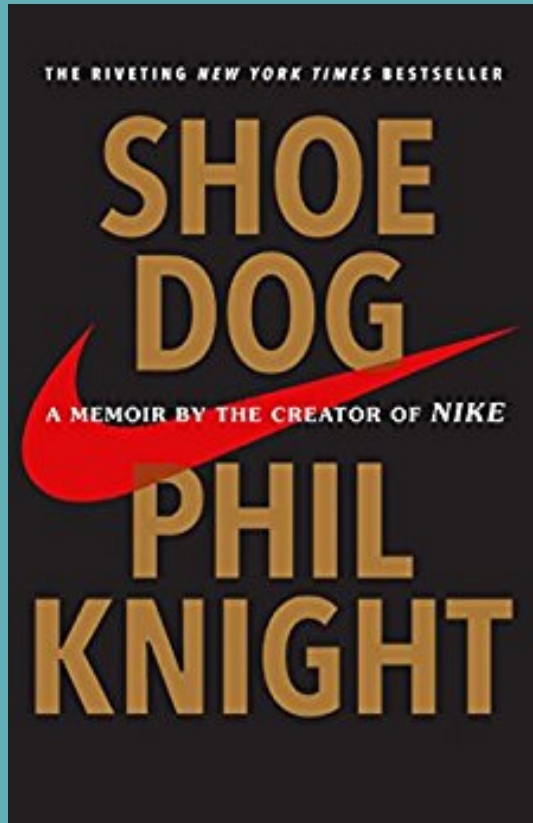
Phil Knight
(Founder of *NIKE*)



What he told himself as he began his journey:

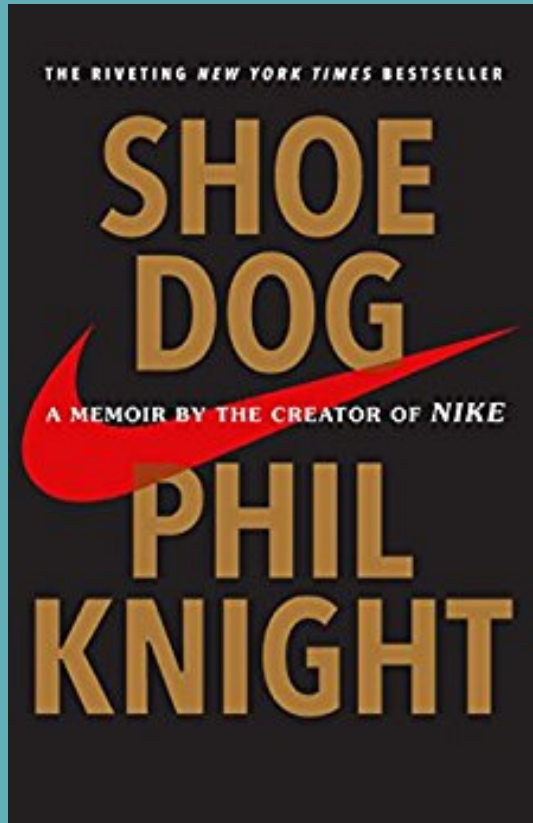
*Let everyone else call your idea crazy...**just keep going. Don't stop.** Don't even think about stopping until you get there, and don't give much thought to where "there" is. Whatever comes, just don't stop.*





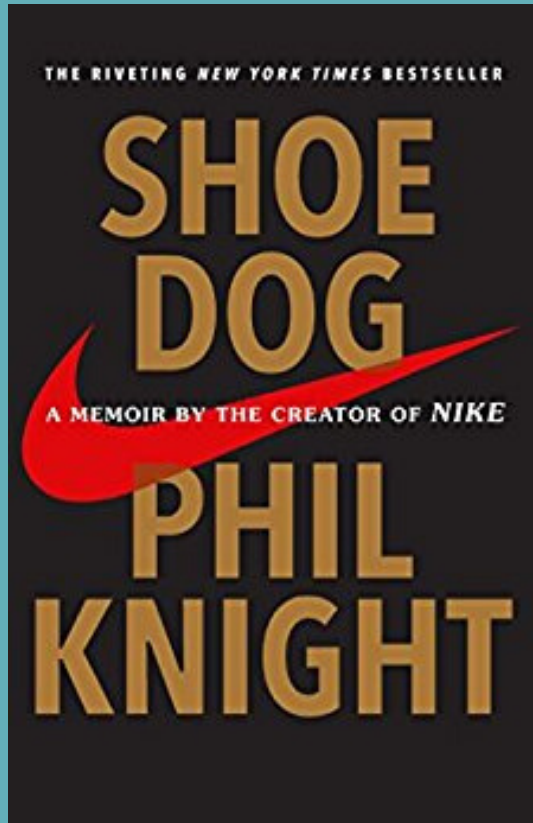
Why he didn't have trouble selling shoes:

*Because I realized, it wasn't selling. I believed in running. I believed that if people got out and ran a few miles every day, the world would be a better place, and I believed these shoes were better to run in. People, sensing my belief, wanted some of that belief for themselves. **Belief is irresistible.***



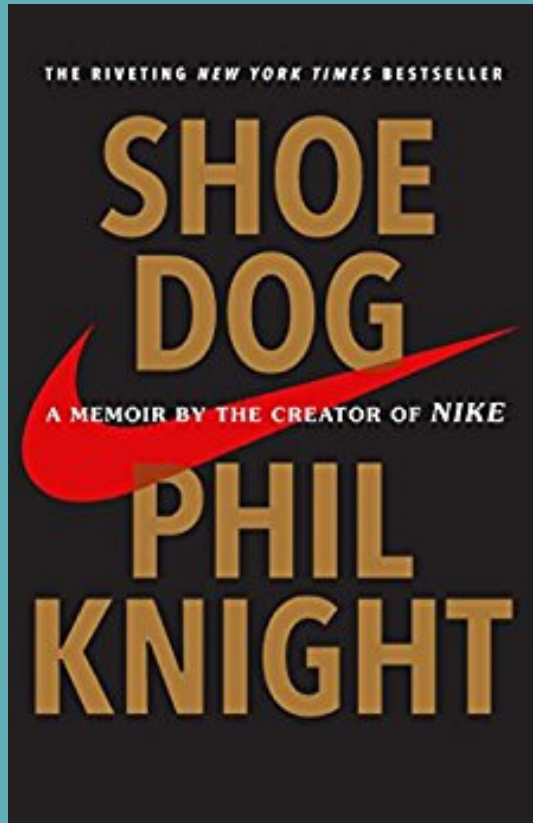
What sports are and what they can do:

*Like books, sports give people a sense of having lived other lives, of taking part in other people's victories. And defeats. **When sports are their best, the spirit of the fan merges with the spirit of the athlete,** and in that convergence, in that transference, is the oneness that the mystics talk about.*



His and the company's outlook on failure:

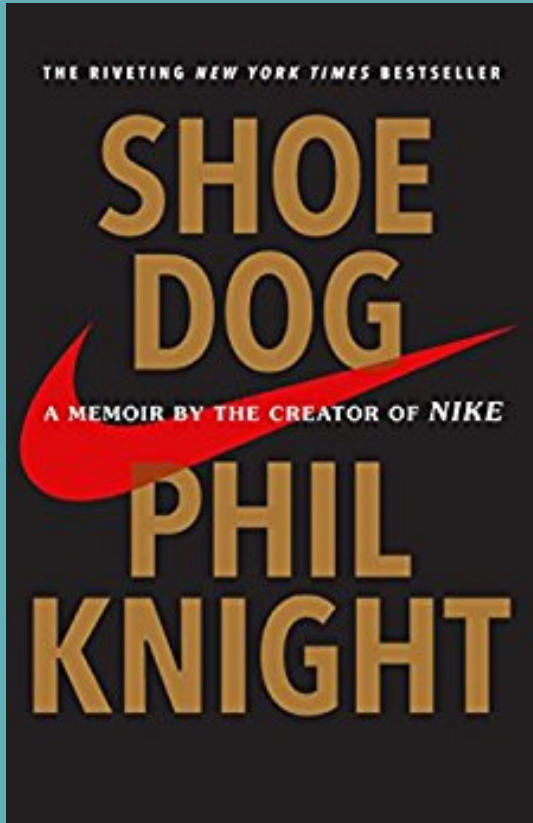
*Fear of failure will never be our downfall as a company. Not that any of us thought we wouldn't fail; in fact, we had every expectation that we would. **But when we did fail, we had faith that we'd do it fast, learn from it, and be better for it.***



What he'd tell aspiring professionals:

*[Don't] settle for a job or a profession or even a career. **Seek a calling. Even if you don't know what that means, seek it.** If you're following your calling, the fatigue will be easier to bear, the disappointments will be fuel, the highs will be like nothing you've ever felt.*

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