

THE BEATLES – The Beatles got together in 1957, six years later they were the four most famous musical men on earth. In 1960, while they were still just a struggling college rock band, they were invited to play in Hamburg, Germany. In the clubs in Hamburg bands played 8 hour sets. It didn't pay very well and the audiences weren't very appreciative but it meant that they had to play much more than they normally would. John Lennon said "We got better and got more confidence. We couldn't help it with all the experience playing all night long. It was handy them being foreign. We had to try even harder, put our heart and soul into it, to get ourselves over. In Liverpool, we'd only ever done one hour sessions, and we just used to do our best numbers, the same ones, at every one. In Hamburg, we had to play for eight hours, so we really had to find a new way of playing." By the time the Beatles had their first burst of success in 1964, they had performed live an estimated twelve hundred times. Most bands don't perform that many times in their entire careers. The Beatles biographer, Philip Norman, wrote "They were no good onstage when they went there and they were very good when they came back. They learned not only stamina. They had to learn an enormous amount of numbers – cover versions of everything you can think of, not just rock and roll, a bit of jazz too. They weren't disciplined onstage at all before that. But when they came back, they sounded like no one else. It was the making of them." The Beatles are the best selling band in the US, with 177 million certified units. They have had more number-one albums on the British charts and sold more singles in the UK than any other act. In 2008, the group topped *Billboard* magazine's list of the all-time most successful "Hot 100" artists. As of 2013, they hold the record for most number one hits on the hot 100 chart with 20. They have received 7 Grammy Awards, an Academy Award for Best Original Song Score and 15 Ivor Novella Awards. Collectively included in *Time* magazine's compilation of the 20th century's 100 most influential people, the Beatles are the best selling band in history, with EMI records estimating sales of over one billion units. In 2004, *Rolling Stone* ranked the Beatles as the best artist of all-time.

KOBE BRYANT - Kobe Bryant is one of the most successful basketball players of all time. The winner of 5 NBA championships and 2 Olympic Gold Medals, Bryant has amassed a net worth of more than \$200 million during his playing career. Nobody in basketball drives their body harder than Kobe Bryant. He has changed his shooting technique repeatedly rather than take time off for dislocated and broken fingers. When growing up outside of Philadelphia, Kobe would spend his free time endlessly practicing jump shots in the park. The Laker's staff finds him doing the same thing at their practice facility at all hours of the day and night. Even after going down with a devastating Achilles injury at the end of the 2012-2013 season, Kobe kept working, and now he says he's way ahead of schedule on his recovery. In fact, he says he "shattered" the timetable for recovery from his surgery, and that he should be back for preseason instead of missing games well into the 2013-2014 season. In High School he started practice at 5am and finished at 7pm. He counts all of his made shots in practice and stops when he gets to 400. During matches he watches films of himself at half-time to learn from his mistakes. He trains for four hours a day in season and more than that in the off season.

TIM COOK – Tim Cook is the CEO of Apple computers. He's always been a workaholic and starts sending emails for work at 4.30 in the morning. He's the first to arrive at the office and the last to leave. He used to hold staff meetings on Sunday nights to prepare for Monday mornings. Preparation, hard work and intuition are the core principals of Tim Cook's work ethics. The following quotes show what he thinks about the road to success: "In business, as in sports, the vast majority of victories are determined before the beginning of the game. We rarely control the timing of opportunities, but we can control our preparation.", "As current events teach us, those who try to achieve success without hard work ultimately deceive themselves, or worse, deceive others.", "Take risk knowing that risk will sometimes result in failure, but without the possibility of failure, there is no possibility of success.", "I know of no one who has achieved something significant without also in their own lives experiencing their share of hardship, frustration and regret. So, don't believe that something in your past prevents you from doing great work in the future."

BILL GATES - Plenty of people talk about changing the world. Bill Gates has actually done it. His inventions, and later, his charitable activities, have reached into every corner of the globe. We are living in a very different sort of world from only a few decades ago. The Microsoft founder is almost single-handedly responsible for the PC revolution that has ushered in a new age of communication, commerce, information and media. Gates was the world's richest man for many years running. The productive power and wealth generated by Bill Gates and his technology is mind-boggling, and he has the profits to prove it. He is using those profits, and the power of his name, to effect other changes. He has now started a huge foundation for charitable purposes, and he continues to expand his repertoire of projects. Gates has an interesting take on his work. He accepted feedback on the quality of his products, most notably from Japan. He can accept tough criticism, and only pushes to make things better. "Our Japanese customers on the whole were so tough about quality and precision – that was fantastic, because we did a lot of business there early in our existence." The ability to accept, rather than to avoid, criticism is crucial to continuing development. Gates says that, in the long run, hard work is far more important than intelligence when it comes to success. He says that it is a result of "dedication and persistence" rather than "brilliance". He believes in the quote that "Genius is one percent inspiration and 99 percent perspiration." Hard work is certainly part of Gates' life. He has worked long, tireless hours making Microsoft what it is. He demands the same of those who work for him. Bill Gates insists, along with others, that all successful people have vision. He knows that vision means being able to see clearly what one wants, and to see things that don't exist today, but that can be created.

ROY HALLADAY - Award winning pitcher Roy Halladay is one of the hardest working men in baseball. He routinely puts in a 90 minute workout before his teammates make it to the field. His former pitching coach said that when other pitchers attempted one of his workouts, none of them could complete half of it. His pre-game preparation is so intense that he had a personal entrance card to his former team's training facilities. Halladay gets to work at 5:45 a.m. His workout regimen includes a lot of running, stretching and exercises to strengthen his arm, legs and core. No matter when he starts, it seems that Halladay is constantly busy. "I think when it set in for me the most was after having to go through and restart my career," Halladay said, referring to his demotion to Single-A in 2001. "I felt like if I was going to be out of baseball, I was going to be out the right way and doing things to the best of my ability. I kind of took some of those examples that I'd seen in the past and started to apply it. It's one of those things that when you go home and look in the mirror, you want to know that you gave it your best and sometimes that's more important than the success or failure on the field."

MICHAEL JORDAN - Michael Jordan had prodigious physical gifts. But it was hard work that made him a legend. When Jordan first entered the league, his jump shot wasn't good enough. He spent his off season taking hundreds of jumpers a day until it was perfect. Jordan's defining characteristic wasn't his talent, but having the humility to know he had to work constantly to be the best. Michael attended Laney High school in Wilmington, North Carolina, but he was cut from the varsity basketball team. This was crushing to Jordan, so he began playing every day allocating hundreds hours of his time to get better. The summer before his junior year, he grew to 6 foot 3 and with his new improved basketball ability he began his path to super-stardom. He was not simply born to be the best basketball player of all time, he worked to be the best basketball player of all-time! In his mind he didn't think he was the best, he never did. He always made it his mission to prove himself, this is what drove him to be the best.

BILL JOY – Bill Joy is the co-founder of Sun Microsystems. He is one of the most influential people in the history of computing. Bill was voted “most studious student” by his graduating high school class. He was exceptionally good at maths and he went to the university of Michigan to study maths and engineering. He was brilliant and he wanted to learn. At Michigan he learned about computer programming. The computer centre was open 24 hours a day and in between his university work he would spend 8-10 hours a day programming. Bill also got a job with a computer science professor so that he could program over the summer holidays. He believes that he became an expert programmer 5 years later after 10,000 hours of practice. His software is still in use today (30 years later). Millions of computers around the world run on his operating system and he wrote much of the software that allows you to access the internet.

MARISSA MAYER – Marissa Mayer is the CEO of Yahoo and is known for her incredible stamina and work schedule. Before moving to Yahoo she worked for Google where she was known for working 130 hour weeks. She says that she managed her schedule by sleeping under her desk and being “strategic” about her showers. She now has one of the biggest jobs in technology. At the age of 37 she was ranked number 32 in Forbe’s Magazines List of the World’s 100 Most Powerful Women.

INDRA NOOYI – Now one of the most powerful and well known women in business, Pepsi CEO Indra Nooyi worked midnight to 5am as a receptionist to earn money while getting her masters degree. When she graduated and started working in business she arrived at work every day at 7am and rarely left before 8pm. She took home bags of mail to read overnight and says that she wished there were 35 hours in a day so that she could do more work. She did all of this while raising two young daughters.

HOWARD SCHULTZ – Starbucks CEO Howard Schultz gets into the office by 6 in the morning and stays until 7 in the evening. He continues talking to overseas employees even later at night from home. He goes into the office on Sundays and reads emails from his thousands of employees on Saturdays. When trying to start up Starbucks Schultz wrote 223 funding proposals all of which were rejected. He was determined not to give up on his dream and the 224th proposal was accepted. He is now a billionaire with an estimated net worth of US\$1.1 billion.

RYAN SEACREST – Ryan Seacrest told the New York Times that even as a young child, his goal was to be a “classic iconic broadcaster”. He’s moved towards that goal by taking on a preposterous workload. In addition to hosting American Idol, Seacrest appears 7 days a week on E!, hosts a daily radio show from 5 to 10 am, appears on the Today show, runs a television production company, and recently received \$300 million in private equity funding to acquire more businesses.

VENUS & SERENA WILLIAMS – The Williams sisters, who have dominated women’s tennis for many years, were all but raised on the court. From an extremely young age their life was to get up at 6 o’clock in the morning, go to the tennis court, before school and then after school go to tennis. They played on courts riddled with potholes and missing nets, but they learned to overcome these obstacle. They have redefined women’s tennis with their strength and superb athleticism. Both sisters have been ranked world number one and both have won 4 Olympic gold medals.