

GRATITUDE: why leaders, athletes, and coaches will be grateful to have the facts.

“In ordinary life, we hardly realize that we receive a great deal more than we give, and that it is only with gratitude that life becomes rich.”

– Dietrich Bonhoeffer

Have you ever heard the tale about the two wolves? If not, I'll briefly explain... A Cherokee Native wanted to teach his grandson about life. He told the child, “There’s an eternal battle going on inside of me - a struggle,” he said, “between two wolves.

One is anger, envy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, self-doubt, and ego.

And the other - he is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion, and faith.” “The same struggle is going on inside of you, and every other person that exists,” the grandfather said.

The grandson paused for a minute in contemplation before saying, “Which wolf wins?” The grandfather looked down at his grandson and replied.... We'll continue this story later.

Attitude of gratitude mindset is principle number one of the Winning Mindset team. While the principle intuitively makes sense, since people naturally are inclined toward working harder if it is doing what they enjoy, the research behind the principle actually paints a compelling argument that stems beyond the obvious.

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