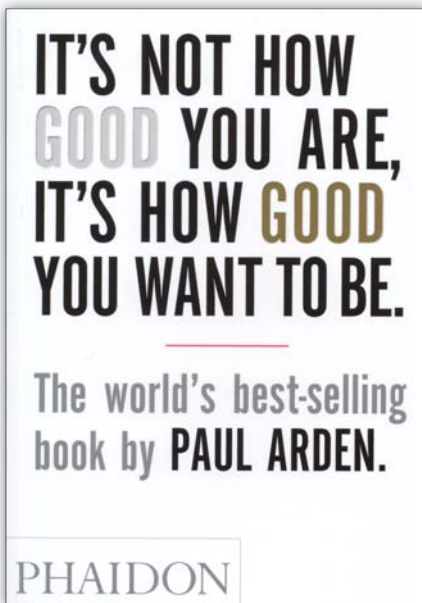


Why Not the Best in the World?

My Colleagues at RED ,

Another little book. A quick read. Full of insights . . . insights for RED and insights for each of us as individuals.



"Your vision of where or who you want to be is the greatest asset you have. Without having a goal, it is difficult to score."

"So how good do you want to be?"

"You can achieve the unachievable . . . [but] . . . you need to aim between beyond what you are capable of. Nothing is impossible."

"Energy. It's 75% of the job."

"Do not seek praise, seek criticism. If instead of seeking approval, you ask, 'What's wrong with [this]? How can I make it better?' you are more likely to get a truthful, critical answer."

"Do not covet your ideas. Give away everything you know and more will come back to you."

"Do not look for the next opportunity. The one you have in hand is the opportunity."

"When it can't be done, do it. If you do not do it, it doesn't exist."

"Don't be afraid of silly ideas."

RED's overall theme is "*Committed to Excellence.*" We always have been committed to excellence, but I think it important and valuable to state that commitment. Stating it will reinforce the commitment while alerting those who join the firm in months and years to come to it. Moreover, in stating it, we acknowledge that we have not yet achieved true "excellence." Those firms and individuals who see excellence as something always beyond reach and who approach life and business as a never ending quest to learn, achieve and do more, can become the best in the world. If we as individuals and as RED maintain a commitment to excellence and pursue the never-satisfied quest, we will be surprised at the heights to which our efforts will carry us.

It's Not How Good You Are, It's How Good You Want To Be, provides guideposts, inspiration, and insights. Look back a few years. In a little over 3 years, as a firm, together we have achieved a great deal. Just imagine what you individually and what RED as a firm can achieve over the next 10 years. Why not be the best in the world?

*Bill Roberts
June 2005*

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IT'S NOT HOW
GOOD YOU ARE,
IT'S HOW GOOD
YOU WANT TO BE.

The world's best-selling
book by PAUL ARDEN.

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