

SEPTEMBER
29
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ISSUE 01

HOG-ISMS

A COLLECTION OF WORDS AND IDEAS WRITTEN BY SALLY HOGSHEAD
USUALLY FOR TWITTER OR FACEBOOK

SUGGESTED USAGES

PRINT THIS POSTER
POST IT ON THE WORLD WIDE WEB
OR PLAGIARIZE LIBERALLY

HOW TO ADD VALUE:

INSIGHT

SOLVE PROBLEMS

IDEAS

CREATE OPPORTUNITY

INSPIRATION

RAISE RESULTS FOR BIGGER PICTURE

PROCRASTINATION IS FOR SCHEDULING DENTIST APPOINTMENTS

NOT FOR CAREERS

What type of degree does Dr. Pepper have?

A BODY IN MOTION STAYS IN MOTION

A BODY AT REST BECOMES OBSOLETE

OH, CAFFEINE!

'TIS MENTAL K-Y JELLY FOR THE ACT OF WRITING

old networking WAS ABOUT HANDING OUT *your* BIZ CARD. TODAY, IT'S ABOUT GETTING INVOLVED IN *their* CONVERSATION

COCOA KRISPIES, OR COCOA PEBBLES?

WOULD YOU RATHER BE

FASCINATED

OR FASCINATING?

DEFY THE NO

COMPLY, OBEY, ADJUST IF YOU MUST

BUT CONFORM

NEVER

YES, THERE ARE PROBABLY EASIER JOBS
JUST AS THERE ARE LESSER RESULTS
SMALLER GOALS
AND LOWER STANDARDS

WE SHOULDN'T RECEIVE WISDOM

WE SHOULD MERELY

HOLD IT LONG ENOUGH
TO PASS ON TO OTHERS

DON'T FOLLOW YOUR DREAMS

LEAD THEM

IS IT JUST ME

OR IS IT QUESTIONABLE

THAT THE CHILDREN'S CLUB
HERE AT DISNEYWORLD HOTEL IS BLASTING

SMACK THAT?

ALL THE FASCINATION IN THE WORLD CAN'T HELP YOUR MESSAGE

IF YOU DON'T FIRST HAVE SOMETHING WORTHWHILE TO SAY

IF YOU'RE NOT A MUST-HAVE, YOU'RE A NICE-TO-HAVE. AND IF YOU'RE A NICE-TO-HAVE, YOU'RE VULNERABLE

TWITTER IS MIGHTIER THAN THE SWORD

THE AVERAGE PROFESSIONAL ATHLETE SALARY: \$29K

THE AVERAGE JANITOR SALARY: \$28K

COCKTAILS + CO-WORKERS + KARAOKE = REGRET

WHO'S BEEN TO WAFFLE HOUSE FOR
SLATHERED, COVERED, SMOTHERED, AND CHUNKED?

PERSONAL BRAND = ASSETS

I.E. EXPERIENCE, NETWORK

MINUS LIABILITIES

I.E. POOR REPUTATION

PLUS AKA

ABILITY TO KICK ASS

RADICAL IDEAS AND PASSIONATE ACTION. EXPERTLY SHAKEN THEN STIRRED, THEN SERVED WITH A TANGY SLAP OF INSPIRATION
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