



*“You have to love your adversaries. They make you better. They force you to improve, to stretch your capacities. Competitors respond to a challenge from their opponents, and to negative motivation as well as to positive. Competitors seek revenge for losses. They crave a compliment if they haven’t gotten one. They are constantly asking, ‘Did I do the right thing? Was I good enough?’ Competitors want to prove everyone else wrong. They want to show skeptics, I am better than this, I am a winner.”*