

Notes from Sir Jack Petchey



If you think you can, you can!

Introduction

A while ago I read a marvellous book by Anthony Robbins entitled *Notes from a Friend*.

I valued this book so much that I decided to jot down some of my own thoughts and reflections in this little book. I wrote this book especially for you. I hope it gives you the tools and inspiration to always remember...

"If I think I can, I can"

Life is a
teacher...

Every life experience can teach you a lesson. What you learn from that lesson is up to you. Learning from what went wrong or right in the past can help you make things go right in the future. Throughout this book are some of the lessons that I've learnt through my life. Some of these lessons were obvious, and some I had to work out for myself, but I learnt from them all and they helped me become who I am today.

Lessons
in life:

This book is full of useful activities. You can download extra copies of the activity pages from the **Jack Petchey Foundation website**, just look out for this symbol



About Sir Jack

Sir Jack Petchey CBE was born in East London in 1925 into a working class family where he had very few advantages.



He left school at 14 with no qualifications and worked as an office boy at the Solicitor's Law Stationery Society before joining the Fleet Air Arm in 1943 during the Second World War. After the War, he went back to work at the Solicitor's Society as a clerk. When he tried applying for a promotion there he was told he was "NOT management material". Not one to give up, he left to set up his own car hire business. It proved so successful that he expanded it and ended up going into other businesses. By the 1990's, he was one of the most successful entrepreneurs in Britain.

Give 'em what
they want

In 1937, at the age of 11, I found work at a green-grocers in Manor Park, East London.

My boss asked me to separate a batch of tomatoes – I had to polish half and display them in separate stacks. I was told "One half at the low price, the other at the high price". Instantly questioning "Why?", I was told: "Some like 'em cheap, some like 'em expensive" – in other words, some people like a bargain while others like "the best". I now see this as my first lesson in marketing and it has stayed with me ever since!

Lessons
in life:

About you

**Your DNA, the way you are, your gifts,
your talents and your experience are
all specific to you.**

In the whole history of the world there has never been anyone like you and in all the time to come there will never be another person like you. You are different to anyone in the universe, and that makes you special.

In all eternity no one will ever walk, talk, think or do things exactly like you do them...

**That means that there is something
that only you can do in your own
unique way – so do it!**

Don't spend your life wishing you were someone else, wishing you had a talent for something you haven't.

Live your life to the full and be who you are.

YOU ARE UNIQUE!

My qualities



Use this page to help you think about your qualities and how they can benefit you and others. You can either write on this page or download a page to print out from the website.

What do I think my qualities are?

What do my family or friends think my qualities are?

What is my best quality?

What quality would I like to develop?

How could I develop this quality?

"One of the lessons that I grew up with was to always stay true to yourself and never let what somebody else says distract you from your goals. And so when I hear about negative and false attacks, I really don't invest any energy in them, because I know who I am."

Michelle Obama, 44th First Lady of America

"I am not discouraged, because every wrong attempt discarded is another step forward." Thomas Edison, Inventor

Problem Solving

A problem is something which creates a barrier or difficulty to achieving what you want to achieve.

A good way to solve a problem is to break it down so it becomes more manageable. This will help you understand the causes of the problem and think of possible solutions.

The break-down

1. **Define the problem:** be specific, you might find there is more than one problem. Tackle each one individually.
2. **List the causes:** there may be one cause or there may be many that are causing your problem.
3. **List the Solutions:** what could help solve each of the causes of your problem? What is the best solution and why?
4. **Consider each Solution:** what consequences could there be? How realistic is the solution? What are, or aren't, you willing to do?
5. **Take the action:** try out your best solution. You might be able to see the change instantly or it might be a change over time.
6. **Evaluation time:** how did it go? Did it solve your problem? If it did, what did you learn? If not, what could you change?

Adapt this solution and try again or try another possible solution.

Always remember...

DON'T GIVE UP!

Solutions log



Use this page to help break down your problem and think of solutions. Download extra 'Solutions logs' from our website.

What is the problem?

What are the causes?

What are the possible solutions?

What is the best option?

What action is necessary?

I will solve this problem by

DD/MM/YY

"It's not about
how you start the
race, it's about
how you finish."
Unknown/Anon

I'm sharing with you one of my favourite poems. It's an inspiring poem which has helped me to keep a positive mind when times have been tough. It might help you too.

If

.....

Rudyard Kipling

If you can keep your head when all about you
Are losing theirs and blaming it on you,
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or being lied about, don't deal in lies,
Or being hated, don't give way to hating,
And yet don't look too good, nor talk too wise:

If you can dream - and not make dreams your master;
If you can think - and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two impostors just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build 'em up with worn-out tools:

If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: 'Hold on!'

If you can talk with crowds and keep your virtue,
Or walk with Kings - nor lose the common touch,
If neither foes nor loving friends can hurt you,
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And - which is more - you'll be a Man, my son!

Think outside the box!

When I was 12-years-old I found myself learning a lesson of a completely different nature, in front of a judge.

I had been delivering a bag of tomatoes to a customer when I was caught red-handed working under-age. My employer and I were prosecuted at East Ham Magistrates Court.

In court the Summons stated that I was delivering vegetables. However, my solicitor rightly stated the tomatoes were in fact fruits. The bench agreed, case dismissed!

Always think outside the box!

Lessons
in life:

Notes from a friend

by Anthony Robbins

I keep a copy of this fantastic self-help book beside my bed. Every morning when I get up and every night before I go to sleep I ask myself a set of 'Power Questions' from the book. They set me up to feel great all day and end my day on a high note. Here are some of the questions I ask myself;

The Morning Power Questions

1. What am I happy about in my life right now?
How does that make me feel?
2. What am I excited about in my life right now?
How does that make me feel?
3. What am I proud of in my life right now?
How does that make me feel?
4. What am I grateful for in my life right now?
How does that make me feel?
5. What am I enjoying most in my life right now?
How does that make me feel?
6. What am I committed to in my life right now?
How does that make me feel?
7. Who do I love in my life right now? Who loves me?
How does that make me feel?

The Evening Power Questions

1. What have I given today? In what ways have I been a giver?
2. What did I learn today?
3. How has today added to my quality of life?
4. How can I use today as an investment in my future?

Quotes from Notes

by Anthony Robbins

Notes from a Friend has some brilliant inspirational and motivational quotes. These are some of my favourite quotes from Notes:

"Once we understand what shapes our thoughts, feelings, and behaviour, all it takes is consistent, intelligent, massive action."

Page 24

"Positive thinking alone is not enough to turn your life around. You must have some strategies, some step-by-step plans for changing..."

Page 25

"What could I do that would be valuable for other people? What could I give back?"

Page 29

"Personal power means being persistent in taking action: every time you do something, you learn from it, and you find a way to do it better next time."

Page 29

"No problem is permanent. No problem affects my entire life. This too shall pass if I continue to take massive, positive, constructive action."

Page 31

"Your past does not equal your future."

Page 28

"My message to you is simple, and in your heart you know it's true: massive, consistent action with pure persistence and a sense of flexibility in pursuing your goals will ultimately give you what you want, but you must abandon any sense that there is no solution."

Page 31

"The only way to change your life is to make a real decision."

Page 41

"The fastest way to change how you feel about anything is to change what you're focusing on... the reality is that whatever you focus on you move toward."

Page 51 & 53

You can find out how to get yourself a copy of this superb book on the back page.

"Faith is taking the first step even when you don't see the whole staircase." *Martin Luther King Jr., Civil Rights Leader*

Decision making

I have found that the key to success is making a decision and committing to it. If there is something in your life you want to change, it's up to you to decide to change it. Notes from a Friend offers some advice for decision making. Have a read of this useful extract.

Notes from a friend

"The only way to change your life is to make a real decision. A real decision means you cut off any other possibility than the one that you've decided to make a reality... When you make a decision, you draw a line, and it's not in sand but in cement. You know exactly what you want. This kind of clarity gives you power to do even more to get the results you've decided to go for." *Page 41*

Now it's time for you to make your decision. To get you started try making a small decision, something that you know you will be able to complete if you commit. Then make a bigger decision, something that will take a lot of commitment and drive but will make you proud that you've stuck with it.

First make a warm-up decision

To join a club
Learn a new skill
To start a blog

And now for the big decision

To set up a club
To go to university
To start your own business

Four Steps to Achievement

PLAN purposefully
PREPARE prayerfully
PROCEED positively
PURSUE persistently

Goal guidelines

The best way to achieve a goal is to break it down into manageable steps. I have set myself many goals over my life and the deciding factor in whether I achieved my goal or not was the planning I put in. Try using this approach to work out where you want to go and how you are going to get there.

AIM:
This is your long term intention.

OBJECTIVE:
Steps to make your aims clear. Try using the 5W 1H method on the next page to set and plan your goal.

MILESTONES:
The steps on the road to achieving your objectives.

If you think you can...

Lessons in life:

After being told I wasn't management material I set myself the goal of being my own manager. I left my job at the Solicitor's Law Stationery Society to set up my own business. I used all the money I had (£60) to buy a second hand car. I used this car to start a car hire and taxi service. Over time, and with a lot of hard work, my business became so popular that I had to hire people to work for me and buy a whole fleet of cars. Not management material?

"Obstacles are those frightful things you see when you take your eyes off your goal." Henry Ford, Founder of Ford Motor Company

5W 1H Goals

Try using the 5W 1H method to plan and structure your goal.

<u>Who</u>	Who will be completing this goal?
<u>What</u>	What is your goal? What do you want to achieve?
<u>Where</u>	Where will you complete this goal?
<u>When</u>	When will you start and when will you complete this goal?
<u>Why</u>	Why do you want to achieve this goal? Why is this goal important?
<u>How</u>	How will you achieve this goal? How will you know when you have achieved your goal?

"Nothing is impossible, the word itself says 'I'm possible'." Audrey Hepburn, Actress

My
example

5W 1H Goals

Goal: Set up my own car hire business.

<u>Who</u>	I Jack Petchey
<u>What</u>	Will start a car hire business
<u>Where</u>	In East London
<u>When</u>	I'll set to work on it straight away and have it running in 1948
<u>Why</u>	Because I want to be my own boss
<u>How</u>	I will invest my war discharge pension in a second hand car



Inspire | Motivate | Achieve

A few words can have a huge impact. They can be of real value to us if we use them correctly. I have put some of my favourite inspirational quotes below. Which is your favourite quote from this list? What other quotes do you like? What quotes inspire and motivate you to achieve?

1. **"Education is the most powerful weapon which you can use to change the world."**

Nelson Mandela, South African Activist and President

2. **"You have to be the change you want to see."**

Mahatma Gandhi, Indian Independence Activist and Leader

3. **"I stay true to myself and my style, and I am always pushing myself to be aware of that and be original."**

Aaliyah, Singer

4. **"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek."**

Barack Obama, 44th President of the United States

5. **"The future belongs to those who believe in the beauty of their dreams."**

Eleanor Roosevelt, 32nd First Lady of America

6. **"Don't let anyone rob you of your imagination, your creativity, or your curiosity. It's your place in the world; it's your life. Go on and do all you can with it and make it the life you want to live."**

Mae C. Jemison, first African-American female Astronaut

7. **"Innovation distinguishes between a leader and a follower."**

Steve Jobs, Co-Founder of Apple Inc.

8. **"I have learned over the years that when one's mind is made up, this diminishes fear; knowing what must be done does away with fear."**

Rosa Parks, Civil Rights Activist

9. **"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."**

John Quincy Adams, 6th US President

"I get to live
my life just once:
if I can
achieve something now,
or if there is any
kindness I can show
or any
good thing I can do,
then let me do it
right now,
for I will not pass
this way again."

SEIZE THE OPPORTUNITY...

Get the job you want

Whether you want to be an entrepreneur or employee, the next few pages will help you plan for now and the future. Here are some quick tips to get started:

Be your best

Education is key: Whether a top university or the university of life, education will open up a world of opportunities to you. Everyday brings new opportunities to widen your knowledge. Make sure you get the knowledge you need for the career you want.

Skill up: Plug any skill gaps that might be a barrier to you getting where you want in life. Try finding or creating opportunities for you to develop and gain new skills.

Sort your CV: Make sure that you present yourself well on paper and in person. This might be the first impression an employer gets of you so make sure you are showing your best. Make sure you can communicate effectively to employers and customers.

Do your homework

Know yourself: Try to think about what you want to do, what your interests are, what your motivation is. The more you know yourself, the easier it will be to know where you are going and how you are going to get there.

Know your market: Research the market, sector or career you are aiming at. This will let you know how best to sell yourself to your audience.

Know your pitch: If you had 30 seconds to market yourself or your business to someone, what would you say? Why should they choose you? What can you bring to the table?

"Follow your instincts. That's where true wisdom manifests itself". Oprah Winfrey, Talk Show Host

Get out there

Network: Look out for opportunities to widen your network and meet people who can share their knowledge, experience and contacts. And remember, around 80% of jobs and opportunities are never advertised so it's up to you to get out and ask.

Take up opportunities: When you see an opportunity, take it. Have the guts to go for it and have determination. Volunteering can be a good way to help yourself whilst helping others. You can gain experience, develop interests and build your network.

Be proactive: Once you know what direction you want to go in, make an action plan for how you are going to get there then follow it through step by step. Think about what you need to do, how and when in order to achieve your career goals.

Job goals

Whether you know exactly the career you want or are leaving your options open, this page will help you to plan for now and for the future. To start, if you know the job or sector you want to work in use this page to say why you want this job... If you don't know, use this page to help you think about the career area you might be interested in. What environment would you like to work in? What kind of tasks do you want to have?

Do I want to run my own business? / Which sector/area am I most interested in? / Do you know the job you are most interested in? What is the job title? / Why do I want this job? What will I enjoy in this job? / Why would I be good at this job? / What abilities, attributes or qualities are needed for this job? / What skills or qualifications are needed for this job? / What do I need to do to increase my chances of getting this job? / What can I do now to increase my chances?

Skills shortlist!

Transferable skills are skills and abilities which can be carried over from one role or task and used in another.

These are skills which are not job specific but are wanted by employers across all careers.



Download this table to see which transferable skills you are strongest with and which skills you need to develop.

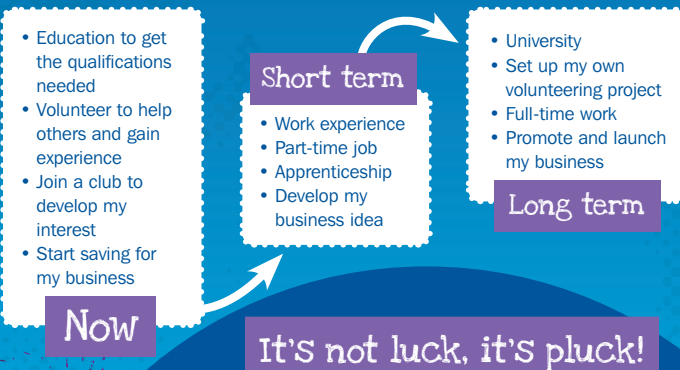
How can I develop or strengthen this skill?	How could you get more experience using this skill? What opportunities are available for you to use your skills?									
When have I demonstrated this skill?	When have you used this skill? Can you think of any specific examples?									
How strong am I with this skill?	On a scale of 1-10, how would rate your level of experience in the skill?									
Transferable Skill	Teamwork	Leadership and Management	Organisation	Communication	Problem Solving	Time Management	Inter-personal	Initiative	Networking	Analytical and Research

Step towards the career you want

You don't need to plan your whole life now but it might help you to make a flexible plan to move you towards the general area you are interested in.

"A journey of a thousand miles begins with a single step..."
Lao Tzu, Chinese Philosopher
(604 BC - 531 BC)

When I was starting my business, I found it useful to make an action plan of what I needed to do now, in the short term and in the long term in order to step towards the career I wanted.



Lessons in life:

My car business proved so successful I continued expanding it. I bought more cars, then property, then businesses. Eventually, I became a successful businessman. This success wasn't luck though, I had to work hard. I remember sleeping on the floor of my taxi business just so I never missed a call. In business, there's no room for missed opportunities.

If things don't go quite to plan

We all know things won't always go exactly how we want them to. Setbacks happen, but hopefully these five tips will help you get back on track.

5 Ways to Sort your Setbacks

- 1 **Plan for them** – don't approach life expecting to fail, but do have a backup plan in case things do go wrong. In business we call this contingency planning.
- 2 **Talk to someone** – share your problem with someone. They might be able to offer some useful advice and help you overcome the setback.
- 3 **Focus on the future** – don't get stuck looking back, but do learn from the past to make the future brighter.
- 4 **Don't focus on blame** – don't waste time looking to blame yourself or anyone else. Spend that time and energy on dealing with the setback instead.
- 5 **Embrace it** – treat failure as feedback and see the setback as a learning opportunity. What went wrong? What could you do differently in the future?

It couldn't be done

Somebody said that it couldn't be done,
But he with a chuckle replied
That "maybe it couldn't," but he would be one
Who wouldn't say so till he'd tried.
So he buckled right in with the trace of a grin
On his face. If he worried he hid it.
He started to sing as he tackled the thing
That couldn't be done, and he did it.

Somebody scoffed: "Oh, you'll never do that;
At least no one ever has done it";
But he took off his coat and he took off his hat,
And the first thing we knew he'd begun it.
With a lift of his chin and a bit of a grin,
Without any doubting or quiddit,
He started to sing as he tackled the thing
That couldn't be done, and he did it.

There are thousands to tell you it cannot be done,
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you.
But just buckle in with a bit of a grin,
Just take off your coat and go to it;
Just start to sing as you tackle the thing
That "cannot be done," and you'll do it."

Edgar A. Guest

Volunteering

How to start volunteering

1) Ask yourself:

- What kind of environment do I want to volunteer in?
- Who or what do I want to help?
- What useful skills, knowledge or experience do I have that I could use to help others?
- What skills, knowledge or experience I would like to gain?

Volunteering is one of the most important things anyone can do. And anyone can!

It's a great way to meet new people, learn new skills and gain valuable experience. By helping others you will also be helping yourself.

2) Log onto

www.vinspired.com, www.do-it.org.uk

or contact your local volunteers centre by visiting www.volunteering.org.uk to find out what volunteering opportunities are available.

3) Choose an organisation and start volunteering!

To maximise the benefits of your volunteering you can use it to help you achieve other awards such as the V Award (vinspired.com) or the Duke of Edinburgh Award (dofe.org.uk).



Download your Volunteering Log on the Jack Petchey Foundation website.

"Volunteers are not paid - not because they are worthless, but because they are priceless." *Unknown*

VALUABLE IS THE WORK YOU DO
OUTSTANDING IS HOW YOU ALWAYS COME THROUGH
LOYAL, SINCERE AND FULL OF GOOD CHEER
UNTIRING IN YOUR EFFORTS THROUGHOUT THE YEAR
NOTABLE ARE THE CONTRIBUTIONS YOU MAKE
TRUSTWORTHY IN EVERY PROJECT YOU TAKE
EAGER TO REACH YOUR EVERY GOAL
EFFECTIVE IN THE WAY YOU FULFIL YOUR ROLE
READY WITH A SMILE LIKE A SHINING STAR
SPECIAL AND WONDERFUL—THAT'S WHAT YOU ARE

Lessons
in life:

By the 1990's I had become a successful businessman but I never forgot my working class roots. In 1999 I set up the Jack Petchey Foundation so that I could give back and support young people. So far the Foundation has invested over £100 million throughout London and Essex.

You can be whatever you want to be!

There is inside you
All of the potential
To be whatever you want to be;
All of the energy
To do whatever you want to do.
Imagine yourself as you would like to be,
Doing what you want to do,
And each day, take one step
Towards your dream.
And though at times it may seem too difficult to continue,
Hold on to your dream.
One morning you will awake to find
That you are the person you dreamed of,
Doing what you wanted to do,
Simply because you had the courage
To believe in your potential
And to hold on to your dream.

Donna Levine

What an honour
for an East End boy!

In 2004 I found myself at Buckingham Palace receiving an OBE from Her Majesty the Queen for services to youth in London and Essex. This was a proud moment for me, knowing that my achievements were helping young people accomplish their achievements. I was honoured again in 2011 with a CBE. In 2016 I was honoured to be given a knighthood.
You never stop achieving.

Lessons
in life:

Achievement log

Your achievements do not stop at an Achievement Award.

Use this page to keep track of your achievements.
Download extra pages from the Jack Petchey
Foundation website.

You're going to need them!

Don't stop
BELIEVING!

Don't stop
ACHIEVING!

DD/MM/YY

DD/MM/YY

DD/MM/YY

DD/MM/YY

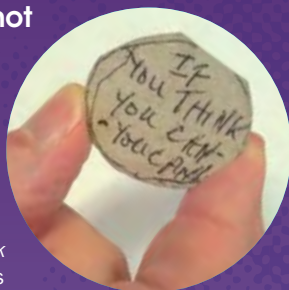
DD/MM/YY



Download your Achievement Log
on the Jack Petchey Foundation website.

Make a reminder

Something which you may not know about me is that for most of my life I have kept a small cut out cardboard disc in my pocket!



On this disc I have scribbled a few messages to myself, including "If you think you can, you can". Some people think it is strange; however, it constantly reminds me of the behaviour or idea I want to cultivate in myself. Every time I put my hand in my pocket, I remember the disc and its messages. Other messages I have scribbled are: "Don't criticise, complain or condemn" and simply "SMILE".

These little messages to myself help me to develop as a better person. Even now at my age if you stop me and ask I guarantee I will have a little message on a disc in my pocket. It might surprise you that a big businessman carries a piece of cardboard around but it really works. You know what they say, if it ain't broke don't fix it!

"Happiness doesn't depend on any external conditions, it is governed by our mental attitude."

Dale Carnegie, American Lecturer and Motivational Speaker

Your reminder?

I've carried my disc for over 60 years. It is a constant reminder of the positive messages I want to follow.

Do you have anything that you could use as your disc? It doesn't have to be an actual disc, just something symbolic that means something to you. Something that reminds you to keep smiling and think positive.

If you don't have a disc, make one!
Cut out a disc from a piece of cardboard.
On the back of the disc write your favourite inspirational message or reminder.

"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience and the passion to reach for the stars to change the world."

what next?

Also visit: www.jackpetcheyfoundation.org.uk
for more advice and information.

Lessons in life:

"If I think I can, I CAN!"

Extracts of this booklet have been taken from **Notes from a Friend** by Anthony Robbins. If you would like a copy of this book, send stamps to the value of £2 to the address below and we will send you one.

You can also order a copy of **50/50 Man**, the story of Jack Petchey's life (all proceeds to the Foundation).
See our website for more details.

My thanks goes to Zahra Clarke-Johnney, Achievement Award winner and member of the Jack Petchey Foundation Achievers Network, for the updates to this book.



Tel: 020 8252 8000

Email: mail@jackpetcheyfoundation.org.uk

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www.jackpetcheyfoundation.org.uk