



# FOREWORD

by Mark Sanborn

You are embarking on a journey that will take you into the life and thoughts of an ordinary man who overcame challenging obstacles to achieve extraordinary things.

I doubt you'll read very far into this book before George Tan becomes an inspiration for you. The emotions you'll experience will probably range from shock and dismay to respect and admiration as you read what George has learned from his journey. But what makes this book powerful is what *you* can learn from his journey.

Most people who came from a childhood environment like George's would have become bitter. As a child, he struggled with extreme poverty. One exceptionally humiliating episode for him was when he was punished by his school teacher for wearing black socks – because his white socks were wet and his parents were too poor to afford another pair. He also struggled with what he fondly calls “gambling and the 3Vs – vulgarism, vandalism and violence”. He was a foul-mouthed ‘gangster kid’ addicted to gambling even before he reached his teens.

But George used the setbacks of his formative years to become better – and to overcome yet more setbacks during adulthood, such as when he was let down after he entered a business partnership with an old buddy, or when a minor change in government regulations placed his business in a difficult situation.

You'll be encouraged when you realize that whatever your circumstances, you are not alone. Others have faced similar and even greater challenges and, like George, converted their rough lives into rich lives.

George has been able to take experiences, his own and those of others, and mine them for meaning. Just as he reflects on his own life, George analyzes the lives of great men and women, historical and contemporary figures spanning over 2,000 years of history, to offer thought-provoking and insightful perspectives on life's opportunities and challenges.

When you read *Rough Life Rich Life* you will realize that although all our lives are different, we all have much in common. More importantly, you'll realize that all the ordinary people who achieved extraordinary things, people like Benjamin Franklin and Thomas Edison, Abraham Lincoln and Mahatma Gandhi, also had much in common. They all had a dream, they all lived by their own rules, they all had strength of character... they all never gave up.

Of course, it isn't enough to know what to do if you don't know how to do it. George has created specific strategies and techniques that will give you more and better tools for your journey. He presents the keys to success in a life skills model that he calls PRAISE, which stands for Prizedream, Rules, Analysis, Invincibility, Strategy and Excellence.

As you learn about this model, you will gain clarity on what you need to do to overcome the many setbacks and challenges that will inevitably come your way, and to achieve excellence and success. You will learn to live your life more fully.

Prepare to reexamine your thinking about success, adversity, circumstance, attitude, perseverance, change, improvement, wealth

and much more. I hope you'll do more than read the pages ahead: I hope you'll study, think, reflect and make notes about what you plan to do with the ideas. Only then will you receive maximum benefit.

While some people might try to help by sharing their financial wealth, this book will give you something infinitely better: a wealth of wisdom from a life well lived.

Mark Sanborn

*CSP, CPAE, President of Sanborn & Associates, member of Speakers Roundtable, consisting of 20 of the World's foremost motivational speakers, professional speakers and keynote speakers, member of the exclusive speaker Hall of Fame and best-selling author of The Fred Factor*

17 April 2006