

# 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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