

# STAR POWER



Thriving in Uncertain Times  
Selling “You, Inc.”



When you are “down to the bark,”  
have hope...life finds a way to  
continue.

## Man’s Search for Meaning by Viktor Frankl

pg 94 “The prisoner who had lost faith in the future - his future - was doomed. With his loss of belief in the future, he also lost his spiritual hold; he let himself decline and became subject to mental and physical decay....I remember a personal experience. Almost in tears from pain, I limped a few kilometers with our long column of men from the camp to our work site. Very cold, bitter winds struck us. I kept thinking of the endless little problems of our miserable life. What would there be to eat tonight? If a piece of sausage came as extra ration, should I exchange it for a piece of bread? Should I trade my last cigarette, which was left from a bonus I received a fortnight ago, for a bowl of soup? How could I get a piece of wire to replace the fragment which served as one of my shoelaces? Would I get to our work site in time to join my usual working party or would I have to join another, which might have a brutal foreman? Who could help me to obtain work in camp instead of undertaking the horribly long daily march?

I became disgusted with the state of affairs which compelled me, daily and hourly, to think of only such trivial things. I forced my thoughts to turn to another subject. Suddenly I saw myself standing on the platform of a well-lit, warm and pleasant lecture room. In front of me sat an attentive audience on comfortable upholstered seats. I was giving a lecture on the psychology of the concentration camp! All that oppressed me at that moment became objective, seen and described from the remote viewpoint of science. By this method I succeeded somehow in rising above the situation, above the sufferings of the moment, and I observed them as if they were already of the past....It is a peculiarity of man that he can only live by looking to the future. And this is his salvation in the most difficult moments of his existence.”