

SM-180621

How to get rich?

.....learn “iLove...”



- qualitative ? – innovative ? – prepared ? – flexible ? – competent ? – value conscious ? -

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Siehe auch SM-180202 The Sexy Six of Love;

Prefix:

As E Fromm Sponsor I was asked for to give a welcome address at the beginning of the international Research Conference at IPU in Berlin. Its title is “**Putting Society on the Couch**”.

Putting myself on the couch, a series of related events emerged in my memory.

Actually I felt personally **enriched** by Erich Fromm when hearing him on a radio program in 1997 speaking on “Vita Activa”. As I looked back on my early life, a related story came to my mind which I thought might be interesting for our many international visitors.

So I memorized and told my 57 year old story after I gave my welcome and congratulations to the organizers, Dr Funk, Rector Prof. Teising and Prof Thomas Kuehn- the new holder of the sponsored Erich Fromm Professorship.

Winning was the sense of life for me as a young 29 year old entrepreneur when in 1961 I sold one of my plastering machines in the US and then came as a tourist to Carmel in California. There I bought as souvenir a belt for myself. It had the typical wild western gun on the buckle for winning the personal battle. Was it “Survival of the fastest”?



If you in reality want to **get rich** --then **Winning in life** is the meaning for success. (Gewinn ist Lebens- Sinn)

In my youth with 29 as a young entrepreneur, I was struck by what I found on a little supplement to the belt package:

“How to get rich?”

Early to bed, early to rise, work like hell and advertise.”

Winning from America in my first trip to US



Because I found entrepreneurship doing in it, I always kept the note in my wallet as a daily reminder. Recently I photographed it before it fell apart. The money we spend from my foundation here was born there....

The pistol on the buckle symbolized how Americans enriched themselves in the Wild West. Such enriching In my early days was for me hard work and intensive advertising for trust building for my own products, especially for me as a youngster selling expensive machines.

60 years later Erich Fromm enlightened me that the real answer to the “How to get rich” question was even more straight forward.

Between the lines in his many books I found on the couch here at IPU now, that you are enriched when you can say from the bottom of your heart

“I truly love you”

If you have this you feel rich already in greater motivation in all areas of your life

It is not that you love your partner because you need him;

on the contrary

You need him because true love for him fills your heart

But in case you partly may miss this companionship in your life you easily **enrich yourself** when you can still say to yourself often:

I love what I do

Or in shorter modern form

“iLove.....”

How can we reach this art? – Enriching your self by just saying iLove?

Our Friend Prof K Leisinger might enlighten you now in his keynote lecture –

This research conference as a whole might enlighten each of you on the profound difference for one’s success in life between

“to like” and “to love”

Karl Schlecht

Erich Fromms wisdoms can help you as he helped me. To say of something or someone:

“iLove.....you”

This will be the most enriching experience of your life.

