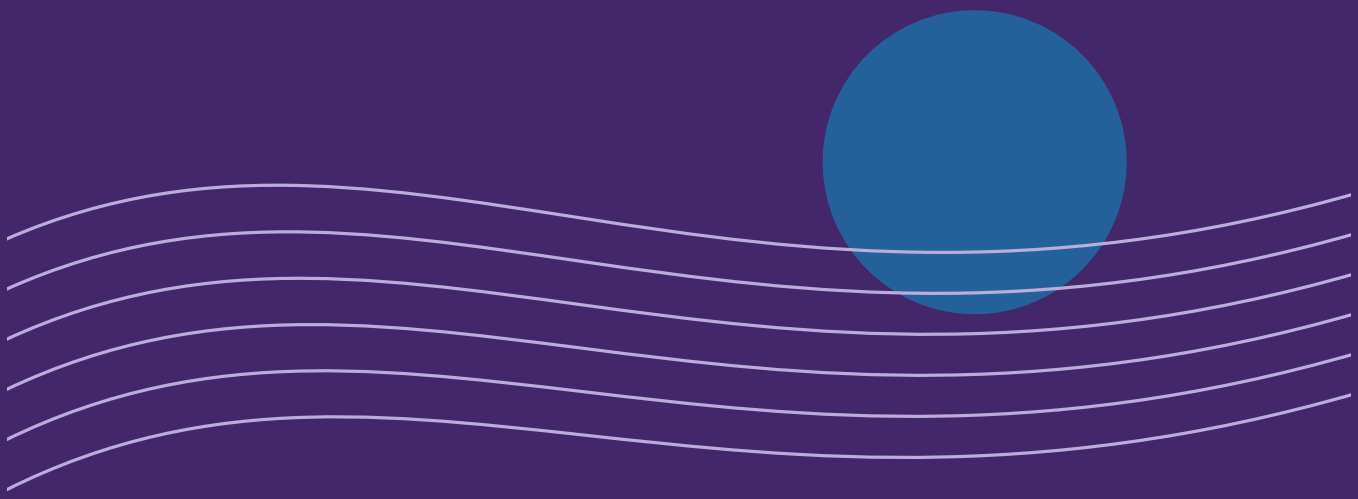
THE PURPLE TEAM

BOOK 03

MOTIVATION & PURPOSE

BUILD A LIFE YOU BELIEVE IN

A guide to discipline, leadership, and success on your own terms.



DAVID CHAO

President & CEO, COI Rubber

FIRST EDITION / OCTOBER 2026

START HERE

Let your ambition serve a life you value.

This book is for someone beginning again, learning a demanding skill, taking on leadership, or reconsidering what success should mean. It brings David Chao's perspective on business, responsibility, family, and peace into a practical guide for daily action.

The purpose is encouragement with something useful to do next. You will find reflection, learning exercises, and small decisions you can apply to your own circumstances. Your life does not need to match the author's life for a lesson to be useful.

What you will explore

Choose a direction that matters to you. Build confidence through practice. Establish habits you can maintain. Learn from disappointment without making it your identity. Help other people become capable. Make room for the life your work is meant to support.

How to use this book

Read slowly enough to notice where the ideas meet your own experience. Write in the worksheets. Choose one behavior to practice for a week. Discuss what you learn with someone who will give you an honest, thoughtful response.

Publication note

First edition | October 2026. David Chao / The Purple Team. The case study is fictional. No outcome is promised, and the author's business milestones are not presented as typical results for participants.

This volume focuses on business and life principles, not the author's full memoir. It does not establish Purple Team participation, compensation, rank, or contractual terms. Actual business responsibilities remain subject to current written company policies and agreements.

Use the exercises in a way that respects your circumstances and obligations. Progress can include asking for help, changing an unrealistic plan, or deciding that a particular opportunity is not the right fit.

YOUR ROUTE THROUGH THIS BOOK

Move with purpose. Learn as you go.

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Read. Practice. Review. The worksheets are designed to be printed and used more than once.

A LETTER FROM DAVID

I want the business and the life.

For a long time, growth was a clear way to measure progress. More sales, more responsibility, and a stronger company were goals I could recognize. My work in industrial rubber sales eventually led to becoming CEO, acquiring full ownership of COI, and purchasing our Pomona office and warehouse property.

Those milestones matter to me. They represent decisions, responsibility, and years of work. They also led me to a different question: what do I want the business to make possible in my life?

I care about my family. I care about the people who work with me. I care about having enough room in the day to appreciate what has already been built. I have described the value of "10,000 peaceful mornings." That phrase captures something a financial target alone cannot explain.

I do not believe every season of life needs the same definition of success. There is a time to learn aggressively, a time to build, a time to delegate, and a time to recognize that a good life is already happening around you. The challenge is to notice which season you are in and make decisions that fit it.

This book is for people who want to move forward with responsibility. Your next step may be learning sales, becoming a better teammate, taking ownership of a small process, or changing how you use your time. It does not have to look impressive to someone else to matter.

I want the Purple Team to encourage capability and possibility. I also want it to respect reality. No book can promise your results. What it can do is help you ask better questions, practice useful behaviors, and make choices you can respect.

Build something worthwhile. Help people along the way. Pay attention to the life you are living while you do it.

> *Success should give you more reasons to appreciate your life, not make appreciation something you postpone forever.*

01 / DIRECTION

Choose a direction you can respect.

You can spend a great deal of energy moving without deciding where you want to go. Opportunity is everywhere, especially when new tools make ideas easier to pursue. A direction helps you decide which opportunities deserve your attention.

I want a person joining a business to know what they are trying to develop. Is it a practical skill, a new professional identity, a dependable income source, or the ability to lead? Those goals may overlap, but they require different decisions and different measures of progress.

Make the goal your own

Borrowing another person's ambition can provide temporary energy. It does not necessarily provide a reason to continue when the work becomes ordinary. Ask why the goal matters in your actual life. What would improve? What would you be responsible for? What are you willing to practice?

Your starting point deserves an honest assessment. Time, knowledge, family obligations, resources, and health can affect what is realistic. Acknowledging those conditions helps you choose a workable path. It does not prevent you from being ambitious.

Choose a behavior, not only an outcome

You cannot guarantee that a prospect buys or that a business grows on your preferred schedule. You can decide to prepare carefully, ask a relevant question, keep a record, or request feedback. A useful goal includes actions that are actually within your control.

Define the next honest step

Reduce the distance between intention and action. If your goal is to learn industrial sales, begin with one application, one buyer role, and one practice conversation. If your goal is leadership, begin by owning a responsibility well enough that someone can rely on your work.

You do not need a complete plan for the rest of your life before beginning. You need a direction worth testing and the willingness to learn from what the next step reveals.

> *A direction becomes useful when it changes what you choose to do this week.*

01 / PUT IT TO WORK

Write a definition of progress.

Use the following questions before you commit to a new goal. Write answers that fit your circumstances rather than answers you think a motivational book expects.

What am I trying to improve?

Describe the change in plain language. "Become more confident" can mean many things. "Explain a customer's requirement clearly in a team review" gives you something you can practice and observe.

Why does that matter to me?

Connect the goal to a value or responsibility. Perhaps you want to contribute more effectively at work, earn trust, create a new option for your family, or become less dependent on someone else to organize your day.

What will I do repeatedly?

Choose a behavior small enough to begin and meaningful enough to matter. Schedule it. Decide where the work will be recorded. A goal without a place in the week often remains a statement of preference.

What will I protect?

Identify commitments that should not quietly disappear as the goal expands. Family time, sleep, existing work obligations, and recovery may all need deliberate space. Your boundaries should reflect your circumstances and responsibilities.

When will I reconsider?

Set a review date. Ask what evidence would justify continuing, changing the approach, or stopping. Persistence is more useful when it includes judgment. You do not need to defend a plan indefinitely just because you once announced it.

A sample commitment

"For the next two weeks, I will spend three scheduled sessions learning how to qualify an industrial inquiry. I will practice with a mentor and review one sample handoff. I will assess what I learned before adding more activity."

This is a fictional example, not a recommended workload for every person. Its strength is that the behavior, scope, and review are visible.

> *Progress is easier to recognize when you have decided what evidence you will look for.*

02 / CONFIDENCE

Build confidence through practice.

Confidence can be useful, but it is not a substitute for preparation. I would rather develop a person who knows how to learn than encourage someone to sound certain about things they do not yet understand.

When you enter a new field, unfamiliar language can make the work feel larger than it is. You hear technical terms, watch experienced people move quickly, and assume they possess something you cannot develop. Begin by separating the skill into parts.

Make the skill observable

What does a capable person actually do? In a sales conversation, they may identify the relevant buyer, ask a focused question, summarize the answer, and agree on a next step. Each behavior can be practiced without pretending to master the entire profession at once.

Use preparation to reduce guesswork

Read the approved material. Prepare the questions. Rehearse a short explanation. Know where to send a question that exceeds your knowledge. Preparation gives you a reliable starting point when the conversation does not go as expected.

Learn to say what you do not know

"I need to confirm that with our technical team" can be a professional answer when it is followed by responsible action. Guessing may feel confident in the moment, but it creates a debt that someone must later resolve.

Let evidence accumulate

A completed practice conversation, an improved handoff, or a commitment kept is evidence of capability. Notice it. Confidence becomes more grounded when it rests on work you can describe rather than on a mood you hope to maintain.

You may still feel nervous while doing something well. That does not make the progress unreal. Continue to prepare, observe the result, and improve the next attempt. Competence grows through that cycle.

> *You do not have to feel ready for everything. You need to prepare responsibly for the next thing.*

02 / PUT IT TO WORK

Practice in a way that teaches you something.

A useful practice session has a narrow objective, a realistic attempt, and feedback connected to what happened. Repeating the same mistake without observing it is repetition, but it is not much of a learning process.

Choose one skill

Examples include introducing yourself clearly, asking a discovery question, summarizing a requirement, or explaining the next action in an account. Select something you can demonstrate within a few minutes.

Create a manageable rehearsal

Ask a colleague to play a customer or reviewer. Give them enough context to respond naturally. Practice the opening, then change one fact. A buyer may be busy, a document may be missing, or the project may not be active. Notice how the change affects your next question.

Ask for specific feedback

Instead of "Was I good?" ask: "Was my question clear? Did I summarize the answer accurately? Did I promise anything I could not control? Could you understand the next step?" Specific questions make feedback more useful and less personal.

Repeat with one change

Choose the highest-value improvement and try again. Do not attempt to fix every aspect of your delivery at once. A shorter opening or a more precise follow-up question can produce a meaningful improvement.

Record the lesson

Write what you practiced, what changed, and what you will try next time. Keep the record simple enough to maintain. Over time it becomes evidence of progress and a guide to where you still need help.

Carry the lesson into real work

Use the skill only within the scope you are authorized to perform. Review the result afterward. Real conversations introduce complexity that rehearsal cannot fully predict, so keep asking questions and learning.

> *The purpose of practice is to make the next attempt more informed than the last one.*

03 / CONSISTENCY

Become consistent without becoming consumed.

Enthusiasm can launch a project. A sustainable rhythm helps it survive an ordinary week. I care about that distinction because a business should not depend on people living in a permanent state of urgency.

There will be busy periods. There will also be family responsibilities, unexpected problems, and days when motivation is low. A plan that only works when everything goes perfectly is fragile.

Choose a realistic minimum

Define the smallest useful version of the habit. It might be reviewing tomorrow's commitments, practicing one account summary, or closing the loop on an outstanding follow-up. The minimum should still serve the goal, even when the day is crowded.

Give the work a place

A task attached to a time, location, and purpose is easier to return to than a general intention. Decide when you will prepare, when you will execute, and when you will review. Leave room for the actual demands of your role.

Reduce unnecessary friction

Keep approved information accessible. Use a consistent place for records. Prepare the next action before ending the current session. These small arrangements make it easier to resume work without rebuilding the context each time.

Respect the stop

A work period needs an ending as well as a beginning. Write down what remains, choose the next review, and allow yourself to move to another responsibility. Constantly carrying unfinished work in your head can make both work and personal time less satisfying.

Consistency should make you more dependable. It should also help you understand your capacity. If the plan repeatedly exceeds that capacity, change the plan rather than treating exhaustion as proof of commitment.

> *A habit earns its place when you can maintain it and it improves the work or the life it is meant to support.*

03 / PUT IT TO WORK

Design a week you can repeat.

Start with the commitments you already have. Then make room for the new behavior. Do not build a schedule that assumes your family, job, and other obligations will disappear when you feel motivated.

Three kinds of time

Doing: the work that directly advances the responsibility, such as a customer conversation or a completed handoff.
Preparing: the learning, planning, and coordination that make the work more accurate.
Reviewing: the time to inspect commitments, learn from results, and choose the next action.

If your week contains only doing, you may repeat avoidable errors. If it contains only preparing, you may never test what you learn. A useful rhythm gives all three a place appropriate to your circumstances.

Add a small closing routine

Before ending a work session, record the current status, the next action, and the person responsible. Put the next review where you will see it. This is especially useful when several people share a responsibility.

Decide what to remove

A new priority needs space. Identify one low-value activity to reduce, postpone, or stop. Otherwise the new goal can become an invisible addition to an already full life.

Review the week without exaggeration

What was completed? What was interrupted? Which obstacle can be changed? Which obligation was underestimated? Adjust using the facts. A difficult week does not require a dramatic conclusion about your character.

Keep one promise small enough to honor

Choose a behavior you can reasonably maintain for the next week. The goal is to build reliability, not to announce the most impressive schedule in the room. If the behavior proves useful and sustainable, you can expand it thoughtfully.

> *The schedule should reflect the life you actually have and the direction you have chosen.*

04 / SETBACKS

Learn from the difficult week.

Disappointment is part of learning and business. A customer may choose another supplier. A project may pause. An idea may require more work than you expected. The result deserves attention, but it does not need to become your entire identity.

I want people to take responsibility for the part they can influence. That is different from assuming every outcome is under their control. The most useful review separates what happened, what you contributed, and what you can change next.

Begin with the facts

What was the objective? What action did you take? What did the other person actually say? What information is missing? A story such as "Nobody wants this" may feel convincing after one rejection, but it often goes beyond the evidence.

Look for a specific lesson

Perhaps you approached an unsuitable account, failed to clarify a requirement, or followed up without a useful purpose. Perhaps the customer's project stopped for reasons unrelated to you. Each possibility suggests a different response. Ask before deciding.

Accept a legitimate no

Respect for another person's decision is part of professionalism. A customer does not owe you a purchase, and a prospective teammate does not owe you participation. You can be disappointed and still respond with courtesy.

Decide whether persistence is useful

Continue when there is a reasonable purpose and permission to do so. Adjust when the evidence points to a better approach. Stop when the opportunity is unsuitable or the person has declined further contact. Persistence should include judgment and respect.

Setbacks can make your work more accurate if you examine them carefully. Give yourself enough distance to learn, then choose an action that fits what you now know.

> *Take the lesson seriously without turning one result into a permanent verdict on yourself.*

04 / PUT IT TO WORK

Run an honest after-action review.

Use this review after a difficult conversation, a missed commitment, or a plan that did not work. The purpose is to improve the next decision, not to create a record of self-criticism.

What did I expect?

Write the objective and the assumptions behind it. Did you expect a buyer to have an active requirement? Did you assume a colleague had accepted a task? Did you underestimate the time needed to prepare?

What actually happened?

Use observable facts. Record the customer's words when useful and distinguish them from your interpretation. If you do not know why something happened, say that. An unknown cause is better than a confident invention.

What was within my control?

Preparation, accuracy, conduct, and follow-through are often within your influence. Another person's budget, timing, or final choice may not be. Take ownership of your contribution without claiming control over the entire outcome.

What will I change?

Select one improvement. Obtain the drawing before requesting a complete quote. Confirm that the next owner accepted the handoff. Schedule preparation earlier. Make the change specific enough to test.

What should remain the same?

A disappointing outcome can contain good work. Keep the behaviors that were responsible and useful. You do not need to redesign your entire approach after every difficult day.

When will I review again?

Choose a reasonable next attempt or review point. If further action would ignore a customer's refusal or an important boundary, the right next step may be to close the matter and apply the learning elsewhere.

Use the worksheet on page 21 to make this a repeatable habit. If the situation is affecting you beyond the work itself, talk with someone you trust and seek appropriate support.

> *A useful review ends with understanding and a decision, not just a stronger feeling about what went wrong.*

05 / TRUST AND LEADERSHIP

Become someone others can trust.

Leadership begins before a title. It begins when people can rely on your conduct, your information, and your willingness to take responsibility. A title can expand your authority, but it cannot supply those habits for you.

I want leaders who help the team become more capable. That means teaching clearly, responding to questions without unnecessary embarrassment, and making expectations visible. It also means having direct conversations when the work does not meet the standard.

Keep your information accurate

Distinguish what you know from what you believe. Correct an error when you discover it. Do not make a planned benefit sound available or a possible result sound guaranteed. People make decisions based on your words.

Be reliable in small commitments

Return the update. Review the work sample. Acknowledge the question. If a commitment changes, explain the change rather than hoping the other person forgets. Trust is affected by ordinary behavior repeated over time.

Give people room to improve

A learner may need to hear the explanation differently or practice the task more than once. Focus feedback on the work and the next behavior. Ask what support is missing before assuming a lack of effort.

Hold yourself to the same standard

If you expect honest reporting, make it safe to bring you bad news. If you expect preparation, prepare for your own reviews. If you expect respect for a customer's decision, model that respect when someone disagrees with you.

Leadership should create a clearer environment for other people to do useful work. The more responsibility you receive, the more carefully you should consider how your behavior affects the people depending on you.

> *Influence becomes valuable when it helps another person make a better decision and do better work.*

05 / PUT IT TO WORK

Help one person become more capable.

Choose a skill you can perform responsibly and explain clearly. Then help another person practice it. Keep the scope appropriate to your role and the current company process.

Show the work

Demonstrate a task and explain the reason behind each important step. If you are preparing an account handoff, show how you distinguish confirmed requirements from missing information. Explain what the receiving team needs to decide.

Let the learner attempt it

Give a manageable example. Resist taking over at the first hesitation. Ask the person to explain their reasoning so you can see where the uncertainty begins.

Offer precise feedback

Name one thing that worked and one thing to improve. "You captured the customer's application clearly. Now identify who will obtain the missing drawing revision." The learner should know what to do next without translating a general judgment.

Agree on the next attempt

Choose another practice example or an authorized work task. Decide when you will review it. Development becomes more useful when the learning carries into a second attempt.

Recognize the right achievement

Notice accurate information, useful questions, honest corrections, and kept commitments. Avoid rewarding only the appearance of confidence. A careful learner who asks for help may be developing better judgment than someone who answers everything immediately.

Reflect on your own leadership

Did I make the task clearer? Did I listen to the question? Did I stay within my own knowledge and authority? Did I leave the person more capable of trying again?

Helping one person does not require you to pretend that you can solve every problem. It requires attention, appropriate knowledge, and a willingness to support the next step. That is a practical place to begin leadership.

> *A leader's influence can be measured in the capability another person takes away from the interaction.*

06 / SUCCESS AND PEACE

Decide what enough means to you.

There is always another comparison available. Someone has a larger company, a more visible title, a more expensive purchase, or a faster growth story. If comparison supplies your definition of success, the definition can move every time you get close.

I have come to value peace, time with family, and the ability to appreciate what has already been built. Those priorities do not erase ambition. They help me decide what ambition is for.

Recognize the life behind the goal

Ask what you expect a business milestone to make possible. More time? Greater security? A chance to develop people? A stronger family experience? If the goal is achieved but the daily life becomes less aligned with those values, the result deserves reflection.

Let the definition evolve

The goal that motivated you at the beginning may not be the right guide forever. As responsibilities and circumstances change, you can reconsider what deserves your energy. That is a decision to make deliberately, not something to apologize for.

Build practical room for peace

In business, this can mean clearer handoffs, capable leaders, realistic commitments, and fewer avoidable emergencies. In personal life, it can mean protecting time, noticing what is going well, and resisting the habit of making every quiet moment available for more work.

Appreciate without becoming careless

Gratitude and responsibility can coexist. You can enjoy a milestone while continuing to serve customers and manage obligations. Appreciation does not require pretending that problems are gone. It asks you to notice that problems are not the only things present.

I want a business that supports a life, and a life that makes the work meaningful. That balance will look different for each person. It is worth defining in your own words.

> *Enough is a personal judgment about the life you want to sustain, not a number someone else gets to choose for you.*

06 / PUT IT TO WORK

Give your values a place in the week.

A value becomes easier to protect when it has a practical expression. "Family matters" is a belief. Setting aside time and being present during it is a behavior. "I want peace" is a desire. Reducing a recurring source of confusion is an action.

Choose three commitments

One for your work: a responsibility you will handle more dependably.
One for your relationships: time or attention you will give deliberately.
One for yourself: a practice that helps you recover, reflect, or appreciate your life.

The commitments do not need to be dramatic. Choose actions that fit your circumstances and can be kept without creating a new source of pressure.

Examine one unnecessary demand

Which part of your week exists mainly because of habit, comparison, or unclear responsibility? Could it be simplified, delegated appropriately, or stopped? If it affects others, discuss the change rather than quietly abandoning a commitment.

Practice noticing what is already good

At the end of the week, write three specific things you appreciated. A conversation, a problem solved, a shared meal, or a moment of quiet can count. The purpose is to pay attention, not to force a positive interpretation of every difficulty.

Revisit your definition of success

Read what you wrote at the beginning of the book. Does it still fit? Have you learned something about your capacity or priorities? Adjust the next step so that the work serves the life you actually want.

Leave room for a normal day

A meaningful life is made of ordinary days as well as major milestones. Build habits and a business that allow you to live those days with more attention. You do not have to wait for every goal to be complete before enjoying what matters.

> *Protecting a good life is a responsibility you can practice now.*

PRACTICE CASE / PART 1

Ambition meets a crowded life.

Fictional reflection case. This is not David's personal history or a Purple Team participant's success story.

Alex is interested in learning industrial sales. He has existing work and family responsibilities, but the possibility of developing a new skill excites him. After a motivating meeting, he decides to spend every available evening researching accounts and practicing calls.

The first few days feel productive. Then his schedule becomes difficult to maintain. He misses a personal commitment, rushes a practice handoff, and feels frustrated that he has not produced a business result. He begins to wonder whether he lacks the discipline to succeed.

Separate the facts from the verdict

Alex's plan assumed that enthusiasm would create more time. It did not account for preparation, review, or existing obligations. The incomplete handoff suggests a skill to practice. It does not establish that he is incapable of learning.

Redefine the next step

Alex chooses a narrower two-week objective: learn to identify a suitable account and summarize the information needed for an RFQ. He schedules a few manageable learning sessions and a review with a mentor. He protects the family commitment he previously missed.

Make progress observable

At the end of each session, he records what he learned and the next question. The mentor reviews his account summary and points out one unsupported assumption. Alex corrects it and practices another example.

There is still no guaranteed business outcome. What has changed is the quality of the learning plan. It now fits his circumstances, produces evidence, and includes a review before he adds more activity.

Discuss

Which part of Alex's original plan was unrealistic? What did he take responsibility for? What did he stop treating as a verdict on his character? How could he decide whether the next stage is worth pursuing?

> *A smaller commitment can produce more useful learning when it is specific, sustainable, and reviewed.*

PRACTICE CASE / PART 2

Make room for evidence and judgment.

Continue the fictional case. Alex completes the practice period and has two improved account summaries. He can explain the difference between a research assumption and a verified customer requirement. He still needs help asking concise discovery questions.

Notice the actual progress

The evidence supports a narrow conclusion: Alex has improved one part of the work. It does not prove that he will build a large business, and it does not require him to predict that future before continuing.

His mentor suggests another practice period focused on discovery. Alex compares the time required with his responsibilities and chooses a manageable schedule. He also identifies an activity that can be reduced to make room for it.

Respect a decision to change

Suppose Alex instead discovers that the work does not fit his interests or current circumstances. A responsible decision to pause would still leave him with useful knowledge about himself and the work. An opportunity should withstand an honest evaluation.

Look at the whole week

Alex reviews whether he kept commitments, learned something specific, and left room for the relationships he values. He recognizes that a workable rhythm is part of the goal, not merely an inconvenience to overcome.

Question	Evidence to consider
Am I learning?	A specific behavior or work sample improved
Does the plan fit?	Commitments and preparation are manageable
Do I want to continue?	Interest remains after experiencing the work
What changes next?	One skill, schedule, or scope adjustment

Your debrief

Write the advice you would give Alex. Then ask whether you follow that same advice when judging your own progress. Many people allow others time to learn while demanding immediate certainty from themselves.

> *Give your next decision the benefit of what you have actually learned.*

WORKSHEET 1

My definition of success

Write for yourself. You do not need to share personal answers with a team. Review the page when a new opportunity competes for your attention.

The kind of work and contribution I want to develop

Why this matters in my life now

Relationships and responsibilities I want to protect

What a good ordinary week would look like

A goal I am choosing / a comparison I can release

Evidence that would show meaningful progress

My next honest step / review date

WORKSHEET 2

A habit worth keeping

Choose one behavior. Make it useful, realistic, and easy enough to review. An adjustment based on evidence is part of the learning process.

Behavior I will practice / reason it matters

When and where it fits into my existing week

Smallest useful version on a busy day

Preparation or support I need

Activity I will reduce to make room

How I will record the attempt and result

After one week: keep, adjust, or stop / why

WORKSHEET 3

A setback I can learn from

Distinguish facts from interpretations. Take responsibility for your contribution while acknowledging what was outside your control.

What I expected / assumptions behind the expectation

What actually happened / evidence I have

What remains unknown

What was within my control

One thing to change / one thing to keep

Support or feedback I will seek

Next action or respectful close / review date

WORKSHEET 4

My week with boundaries

Give work, relationships, and recovery deliberate space. This is a personal planning page, not a required company activity report.

Day	Important commitment	Learning or work focus	Time I will protect

One commitment to my work

One commitment to a relationship or family

One thing I want to notice and appreciate

A 30-DAY PERSONAL PRACTICE

Turn the reading into a better week.

Use this sequence as an invitation to reflect and act. Adapt it to your circumstances. It is not a productivity contest or a promise of a business result.

Week 1: choose your direction

Complete your definition of success. Select one useful behavior connected to it. Identify a responsibility or relationship you want to protect while learning. Make the first step small enough to begin.

Week 2: practice with feedback

Prepare, attempt, and review the behavior. Ask a thoughtful person for specific feedback. Record one improvement and one remaining question. Notice evidence of progress without expanding it into a promise about the future.

Week 3: improve the rhythm

Review where the plan fits and where it creates friction. Simplify preparation. Clarify unfinished work. Reduce one low-value demand. Keep the commitments that make the week meaningful outside work.

Week 4: decide what continues

Look at the evidence. Continue a useful habit, adjust an unrealistic plan, or stop an unsuitable activity. Write down what you learned. Choose the next step from that understanding rather than from comparison or pressure.

Continue the series

Read **Sell With Purpose** to practice customer conversations and account service. Read **Build a Business That Works** to develop processes and leadership responsibilities.

Editorial basis

Author perspective draws on David Chao's shared business history and stated values: industrial sales, leadership of COI, company ownership, the Pomona property, family, and peace. This is a book of practical principles, separate from the author's full memoir. Scenarios and exercises are original.

> *Build with ambition. Lead with responsibility. Leave room to enjoy the life you are building.*

THE PURPLE TEAM

BUILD WITH PURPOSE. LEAD WITH CARE. MAKE ROOM FOR LIFE.

Progress can mean becoming more capable, keeping a promise, helping someone learn, or appreciating an ordinary day. Choose a direction you can respect and take the next honest step.

THE THREE-BOOK COLLECTION

01 Sell With Purpose

02 Build a Business That Works

03 Build a Life You Believe In

DAVID CHAO

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