

Key Takeaways From “Thick Face, Black Heart” by Chin-Ning Chu

- Give up virtue, renounce wisdom: people will benefit a thousand times
- When you conceal your will from others, that is thick. When you impose your will on others, that is black
- A successful life is one that is lived through understanding and pursuing one's own path, not chasing after the dreams or fulfilling the expectations of others
- So often we are so concerned with what makes us feel good that we forget what makes us great
- Character is not made out of sunshine and roses
- The concept of face: how other people think about you and treat you
- Thick face: a shield to protect our self-esteem from the bad opinions of others
- A person adept at thick face creates his own positive self-image despite the criticism of others
- The thick-faced person has the ability to put self-doubt aside. He refuses to accept the limitations that others have tried to impose on him and he does not accept any of the limitations that we commonly impose on ourselves
- In his own eyes, he is perfect
- By his absolute confidence, the thick-faced person instills confidence in others
- Black heart is the ability to take action without regard to how the consequences will affect others
- An entrepreneur must be able to make hard decisions regarding unprofitable operations
- A black-hearted person has the courage to fail
- It allows one to effectively use the spear to cut through the ignorant and preconceived ideas of the masses
- It is not about ethics, it is about effective action
- No price is too high to pay for victory, as long it is achieved at someone else's expense
- To conquer others through ruthless means is not difficult: all you must do is agree to sell your soul to the devil
- Seemingly virtuous men who can ruthlessly pursue their own ends while being extolled by their victims for their virtue
- Conquering others requires force. Conquering oneself requires strength
- There are no divisions between business, the art of war, philosophy, and spirituality
- He sees life as a battle that must be fought

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Taken directly out of the book

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- Victory is the only aim
- He dispassionately does battle with the wicked outer elements while courageously facing his inner enemies
- Even the greatest warrior when standing in the midst of the battlefield sweats with fear
- You are not controlled by your emotions, so you may press on with greater courage and renewed energy
- The warrior is one who uses the pen and sword with equal skill
- There is no one out there you have to conquer. When you have successfully conquered yourself, the world will be at your feet
- Being nice for the sake of gaining the approval of others can be very costly
- Pretend to be a pig in order to eat the tiger
- A great person knows of his or her greatness long before anyone else does
- You need to find the courage to do what must be done without regard to what others may think
- Extraordinary people don't care what others think of them
- Self-observation is essential for self-growth
- It is especially important to look within yourself in times of great distress and misfortune
- You will gradually replace the beliefs you were taught with the truths you discover
- You will make mistakes no matter which path you follow, but mistakes made on the path to self-discovery will correct themselves
- The fear of success is much more powerful than the fear of failure
- If you don't like the world you see, change the prescription of your glasses
- See everything as perfect
- The world unfolds to its own rhythm and purpose
- It is important for you to strive beyond the common human understanding
- Fear is the most destructive of the emotions
- Most people do not even know what they are afraid of most of the time
- Let me be more fierce than fear itself
- The price of greatness lay beyond the pursuit of pleasure and avoidance of pain
- Only the Creator has a face thick enough and a heart black enough to allow his grand design to unfold without concern for these matters
- Fear is to man's soul as a drop of poison is to a well of spring water
- They question themselves in each and every moment
- Competition for survival is the condition of life
- Act in accordance with one's duty

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- Give everything you got to the job that you are doing
- Life cannot withhold from you what is rightfully yours
- In life's battle, once you have done everything within your power to realize your life's vision, all that remains to be done is graciously to accept the outcome and proceed
- Human beings' efforts to mold the outcome of a given situation are nothing compared to what heaven can do
- When things don't turn out as expected it may be a blessing in disguise
- Our lives are carefully guided by unseen forces that govern and control every aspect of the universe
- Self-effort is the only thing that we can count on in our day to day lives
- Find harmony within oneself in order to regather the necessary strength and move on to the next level of life
- We have seen the enemy and he is us
- In the battle of life, you are the enemy and you are the warrior
- In the battle of life, as long as you are fighting, you are winning
- All good things come to those who strive with patience
- Inconsistency is an important element of the real world
- Succeed the way you are
- Success has no rules
- When you become jealous and envious of others' accomplishments, you must search within yourself to learn how you can surpass them and let them become jealous of you instead
- The greatest revenge is to live well, prosper and succeed
- Worry will not prevent destiny from unfolding
- The only way to succeed is to make people hate you
- Use negative energy to create an emotion explosive enough to support and realize your dreams
- Tell the truth about your deficiency
- Only act when you have clearly identified the proper course of action
- Today in our society, it is vital to exhibit your sense of self-confidence
- The root of this evil and wickedness is not in the late rising itself, rather within the judgment about the late rising
- Life is made up of the unrealistic and the irrational
- The important thing is to love your negativities, not to judge them, and to learn to use them to raise you up
- True end is not in the reaching of the limit, but in completion which is limitless

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- The time to judge the ultimate success of each individual is at the moment of his death
- One who is skilled in defeat shall never see destruction
- What makes one truly great is knowing how to suffer the insufferable and how to endure the unendurable
- Without the strength to endure the crisis, we will not see the opportunity within
- Keep your misfortune private and only share it with those who can truly support you
- Live your life as if it were someone else's
- Play hard to get
- Detach yourself from your instinctive need to get close and intimate
- The spirit of endurance is one of the most powerful concepts we can learn
- With what you get from others, you make a living for yourself. What you give to others, makes a life for yourself
- A worthwhile project can succeed through a grassroots effort when one is willing to fight for the opportunity to manifest their vision
- It is we who lack faith in our worthiness to receive the gifts that prevent us from possessing them
- It is necessary for you to project a sense of your own worth
- Obtaining prosperity is not about what you are willing to do to gain it; more importantly, it is about what you are willing to give up in exchange for it
- You must seek a livelihood that allows you to do what you were intended to do and one that brings you joy
- The battle within must be fought and won not only to establish in your own mind your right to material wealth but to develop within yourself the ability and will to go out into the world and fight for it
- The path to wealth is not to chase money for its own sake, but to understand and develop your own intrinsic talents and inclinations
- You must seek a livelihood that allows you to do what you were intended to do and one that brings you joy
- Striving to discover our niche in this vast human market is part of our conquest of life
- You need to perceive yourself as being successful and then operate your life as if you are
- Money is not part of who you are. You didn't bring it with you at birth, nor will you take it with you at death
- Human beings practice motivation blindly

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- Pretend to be a pig in order to eat the tiger
- Be wise but play the fool
- Escape is the best policy
- No matter how strong or ruthless you are, there will always be someone stronger and more ruthless than you
- When it comes to achieving your objectives, submission sometimes can be even more effective than fighting back
- When you win, you lose
- The reality is that you can not win over everyone's heart and mind
- Violence is an inherent necessity for life in the body
- If we are strong within ourselves, do not accept defeat, and instead, utilize the force of the cunning and ruthless to bring forth our hidden strengths and creativity, we will achieve the seemingly impossible
- Human beings create their reality according to their own individual perceptions
- When you can master detachment from your own greed and desires, you will eliminate much unnecessary heartache and loss
- Without the body, nothing can be achieved in the physical world
- The foundation of a successful life is being physically fit
- The sexual energy, when not being utilized, can be rechanneled and transformed into a power that supports your business ventures and other worthy pursuits
- The proper channeling of sexual energy can give you just the edge you need to succeed in this fish-eat-fish world
- In order to be tough with others, first, you have to be even tougher with yourself and learn how to discipline your thoughts and your actions
- Only the strong will survive
- In successfully accomplishing your life's objectives and ambitions, there is a direct relationship between the scope of your ambition and your ability to tap deep into your killer instinct
- In order to be kind, we have to be cruel
- Control the desire to be overly expressive of your compassion
- Each one of us, in large or small ways, are leaders
- Leadership is a state of mind
- Keep away from the malicious, hypocritical, and wicked
- The most difficult thing to detect is someone's true nature
- During the time of his misfortune, observe whom he befriends
- During the time of his prosperity, observe who receives his charity
- Strong, yet humble in manner

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- In good times, he is self-restrained
- A good leader should be neither forceful nor fragile
- Treat your people with respect and trust their ability to perform
- Inspire your people by setting performance standards
- Notice all of the "little right things" they have done, then praise them
- The only reward for being good is good itself
- You cannot contribute to anyone if you cannot contribute to yourself
- If I have one life to live, I want to live as me
- There is no power higher than the power of detachment
- Detachment is the secret key to obtaining everything you want
- Life is about relating to people, others and ourselves
- No matter where you are, make sure you are there
- The market place is a battlefield. The essence of war is deception. When you are ready to attack, you must create the impression that you will not attack. Keep plans as dark and impenetrable as night. The highest form of victory is to conquer by strategy.
- It is much easier to sell valuable goods to those who recognize the value than to those who do not