Keep Trying! You Only Fail If You Fail To Try!

Tuesday, February 27 | 9:30 AM
Wildcat Theater, Shepherd Union Building

Because we all have choices, we will sometimes fail. The number of times we succeed in life will be in direct proportion to the number of times we fail, so the secret is to keep trying. Failure is designed to educate, not discourage. Complete with catchy jingles, this presentation teaches one of life’s most important principles in a clear and motivating way.

Dr. C. Daniel Litchford
Dr. Charles Daniel Litchford, Jr. is an emeritus Professor of Professional Sales at Weber State University. He came to Weber State in 1970 and is credited as being one of the pioneers of sales education in the Sales and Service Technology Department. He taught courses in sales, sales management, and sales personality profiling. He is a certified instructor for “Managing Interpersonal Relationships,” Wilson Learning Corporation, and was a certified consultant for Performax International. He is also a Certified Master Practitioner of Nero Linguistic Programming. He has served as a consultant in marketing, sales promotion, and customer service for retail businesses throughout the nation. He has been a recognized motivational speaker and performer and serves as an educational consultant. Dr. Litchford has been honored with numerous awards and accolades including the Master Teacher Award, Distinguished Professor Award, the H. Aldous Dixon Award and Professor of the Year Award. Dr. Litchford officially retired ten years ago after years of teaching and inspiring students to be BIONIC! Going on 48 years, he continues to teach online as an emeritus professor with a musical-motivational approach that gives the learning environment a truly unique atmosphere.