SIMPSON ASSOCIATES

Getting It Done Right

"Now In Our 43rd Year"

From the desk of David Simpson September 2026

Our theme in August was all about quotes and sayings that were never said by the folks who claimed them. This month, once again, I refer you to what has been known as a Cherokee fable that actually has no roots in authentic indigenous folklore at all. Rather what follows was first introduced by the well- known Christian evangelist, Billy Graham in 1978. And just to change the pace a tad, this month's quote is, indeed, more of a fable than simply a quote. Read further if you will!

One evening, an elderly Cherokee warrior told his grandson about a great battle. And as the story goes, it is a battle that goes on inside people all over the world. The conflict is between the two wolves that exist in all of us.

As the elder explained, one wolf is all about evil. It is anger, jealousy, greed, arrogance, resentment, fabrication, false pride and excessive ego.

The other wolf represents the good in us. This wolf expresses joy, peace, harmony, humility, kindness, empathy, generosity, truth, compassion and integrity.

The grandson listened carefully and thought about the words his grandfather had said and then asked a question. "With this great struggle between these two wolves inside of us, which wolf wins.

The old Cherokee simply replied "**The one you feed."**

Thoughts, actions and attitudes determine who we will become. One suspects this fable is particularly applicable to the challenges with AI.

Perform better!

