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From the Editor

Lessons from the Beach

by David C. Miller



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I recently returned from a family vacation at Bethany Beach, Delaware. This has been a family tradition for over a decade. I grew up going to the beach every year, and one of the things I always looked forward to the most is riding the waves—the rougher the better!

Well, as most fathers do, I like to pass these kind of passions and “crafts” down to my children. So I found myself instructing my nine-year-old son, Brandon, in the art of boogie boarding.

I would take him out as he lay on the board, set him up for the next great wave and keep my fingers crossed so he wouldn't be destroyed by the rough surf! By the way, he had some very thrilling and successful rides.

Later I was thinking about the experience and how riding waves, whether it's surfing, rafting, boogie boarding or body surfing, contains certain elements that we face in both our professional and personal lives.

What happens when you're surfing? First, you're out there in the water, sitting on your board, bobbing and waiting. What are you waiting for? A wave! Not just any wave, but the big one.

You might feel like this is similar to your career or business—you've been just kind of bobbing, waiting on life. Well, what are you waiting for? Answer: the big opportunity to come along.

What would be the process of surfing?

- 1) **Point your board toward the beach.** Isn't it critical in your career to know where you're going? You've got to make sure you're headed where you want to go. You need to be clear on your destination and purpose.
- 2) **Get in position to make things happen.** As a surfer, you won't be successful if you remain seated on the board. No, you must get off your rear end and get on your knees on top of the board.

- 3) **Build momentum.** You get on your knees, so that you can start paddling. This gets you into motion so you can build momentum. Why do you need momentum? Well when you're heading in the same direction as the wave, you need momentum to carry you.

fun because they're riding a lot of waves, growing professionally, growing personally and getting their heart's desire.

Coincidence? ☐

Now the wave is coming—it's getting bigger and coming closer. Timing is key! When do you start building momentum: before the wave gets here, as the wave is here or after it has gone by? The answer is *BEFORE*, isn't it?

Have you ever heard it said that "an opportunity only comes once?" Have you ever seen two opportunities in your life? Have you seen more than two? That would suggest that there are plenty of opportunities for us to succeed. If you've missed one, it's not over for you. There are plenty of waves to catch.

Here's the key: *Once you have built momentum, any wave is an opportunity for you!*

I see many professionals waiting for their big break to come along. They're out there bobbing and waiting, bobbing and waiting. In contrast, the successful people I know and work with are always building their momentum—they're always up to something. They're learning something new and taking massive action and taking risks. And they do this even though they don't have any guarantees that it will result in a "great ride."

As a result, what they find is that great things happen. They end up having the most

