

Finish the Race

Have you ever wondered why you've never made it? Are you questioning your decision to open your own business and are facing financial difficulties? Is the recession hurting your sales and profit margin? Are you finding yourself frozen with fear? Stop. The recession is temporary. There are no guarantees in life. You made a decision to go out on your own and you must persevere to the end. You must finish the race.

"You have fought the good fight. You have finished the race, you have kept the faith. Now there is in store for you the crown of righteousness." Timothy 4 6:8

Throughout history we have rallied around the winners in life. We've tried to emulate those who have reached seemingly unattainable goals. We would like to view our careers in a positive light hoping to achieve the goals that we have set in our personal and corporate lives.

Life is likened to a race. In a race it's not how you begin, but how you finish that counts. Ours is not a short sprint, but a long-distance race that requires commitment, stamina, and perseverance. To finish the race and gain the prize, there are many elements to overcome.

"Genius begins great works, labor alone finishes them." Joseph Joubert

Initially, we need vision and fortitude to begin the race of life and set goals for the future. We must take that vision and implement a plan to bring us closer to our goals. At times, the hardest thing to do is just get started. The visionary generates new companies and inventions that make this nation great. We have seen individuals from our founding fathers to Henry Ford, Sandra Day O'Connor, John D. Rockefeller, Bill Gates, Hillary Clinton, and Martin Luther King who have had the vision, desire, and guts to bring their dreams to fruition.

"A man's life is what his thoughts make of it." Marcus Aurelius

Vision is not enough. It takes hard work, per-

severance, and dedication to ensure the success of our goals. Many of our greatest heroes are men and women who have taken a dream to the fullest extent—often even giving their lives for their dreams. Sometimes it requires the greatest sacrifice to achieve a dream. Most notable winners have overcome inordinate obstacles before achieving success. They finished the race and won because they refused to accept defeat. We recently saw Tiger Woods win the AT&T golf championship, after coming back from knee surgery and having a very mediocre year. He persevered, and though he had lost the lead going into the final round, he never gave up. He stayed focused on his goal, and saw it through to the end. With his philanthropic spirit and his passion for the game, he exemplifies what a truly honorable leader and winner should be.

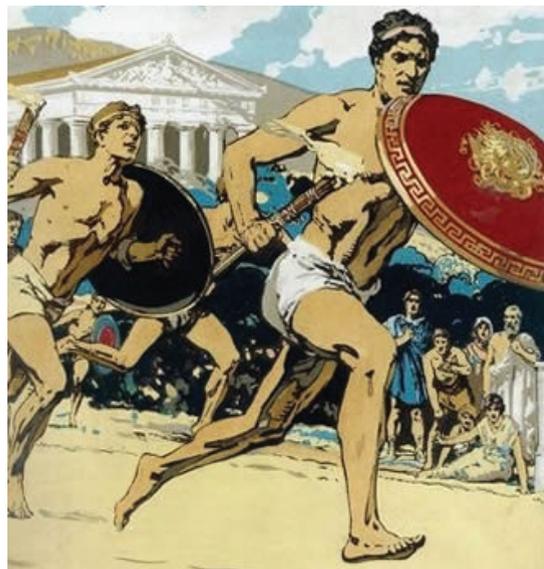
"I do not think there's any other quality so essential to success of any kind as the quality of perseverance. It overcomes almost everything, even nature." John D. Rockefeller

Nobody likes to fail. Setbacks are difficult for all of us. When we go through the fire, through the obstacles of life, we learn who we are and who we will become. It takes tremendous effort, courage, purpose, guidance, and direction to get through our failures in life. It is the winner, who sets their mind on a new course of direction, applying the lessons learned from those difficult obstacles.

"It is hard to fail, but it is worse never to have tried to succeed. It is only through labor and painful effort, by grim energy and resolute courage that we move on to better things." Theodore Roosevelt

"Always bear in mind that your own resolution to succeed is more important than any one thing." Abraham Lincoln

Fear is a great killer of people in our society



and it blocks the road to success. We are not prisoners of fate or bad luck, but prisoners of our own minds and personal limitations. We can do anything we set our heart to do. We live in the greatest nation on earth with the most opportunities. Those who can turn the negative into a positive will make the future bright. It is these Individuals who will be our leaders, innovators, and ultimately, our success stories.

"Men are born to succeed, not fail." Henry David Thoreau

"Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were." David Rockefeller

Success is a mind-set. Everyone has the same ability to finish the race, to fight the good fight, to see it through to the end. We are limited only by our own lack of faith in ourselves. It is the winner who makes their own road, who charts their own course, whose determination ensures their success.

"Happiness lies in the joy of achievement and the thrill of creative effort." Franklin D. Roosevelt

