



### It's About Time

**T**ime... We spend Time. We bide Time. We waste Time and lose Time.



There is a Time to weep, and a Time to laugh; a Time for talk, and a Time for song. And whether we like it or not... Time marches on.

Try, though we might, we cannot slow or stop Time. And the reversal of Time should best be left for the books of H.G. Wells.

As a child, I experienced many mornings when I would wish I had a stopwatch I could use to stop Time, so I could get an extra hour of sleep before school. This dream began after seeing a movie where the main character had a watch that would stop the world around him.

As an adult, I still find myself dreaming about owning such a device. This would allow me to accomplish many tasks in a given period of Time.

Every business owner knows "beating the clock" is an ever-present shadow that looms over us while we go about our tasks of nurturing our vision and trying to do too much with too little... too little help, too little expertise, too little money, or too little Time.

Albert Einstein taught us that Time is not "universal". Instead, Time is "relative".

As children, we had the luxury of occasionally calling for a "Do Over!", which, in a child's "relative perspective", is their way of turning back the clock. As adults, we have learned that about the best we can do is try and squeeze more into less... more work, more play, more love, more life... into less time. Or, at a minimum, at least turn back the \*results\* of Time.

*a Time to weep, and a Time to laugh;  
a Time for talk, and a Time for song.  
And whether we like it or not...  
Time marches on.*

What is of vital importance for all of us – and is in fact the reason we began our efforts back in '97 – is not so much the passage of Time, but the consequence of Time.

Though, we may not possess the stopwatch, from a relative perspective, are we able to postpone – or reverse – the effects of Time?

In a word... Yes.

The first step is to shout – with all the intensity of a child’s heart – “Do Over!” This is a mental step, and for many people it can be the toughest.

Too many of us get caught believing, “I’m too old for that.” But is that true? From my experience (being of a competitive nature), I have certainly heard the echo of those words in my own mind. I still want to race motorcycles, but I’m too old for that. I still want to mountain bike the Continental Divide, but I’m too old for that. I still want to hike Mt. Fuji, but hey... I’m too old for that. Or am I...?

“Do Over!”

I don’t need to be competitive to have fun.

I don’t need to break records to feel alive.

I don’t need to be young to feel young.

And I know it begins with attitude... start with my head, and follow with my heart.

You can do this, too. I do not suggest you go to quite the extreme I chose... you don’t need to run out and build a company based on anti-aging principles. The only thing you need to begin – or, begin again – is the mental shift...

Ask for a *Do Over*.

Heck!... **Demand a Do Over!**

It is up to you.

After all, isn’t it about... Time?

Now, where did I put that map to Fuji...

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*[Please note: As always, if you have thoughts or questions about this post, please leave us a note, either in the comments section **of this post**, or on our **Facebook page**.]*