



CHRISTENSEN'S PLANT CENTER

Wholesale Supplier To Landscape Professionals

Carpe diem - Seize the Day!

This has been a mantra for a couple of millennia.

It should be the inspiration to move each of us from - wants, wishes, and desires to - ACTION.

Here is my perspective for writing these words and directing them toward landscape professionals. Each of you are important to your family (family is ALWAYS first), your company, your co-workers and your clients. As a professional, do you have an action plan? Do you have a WRITTEN PLAN? Can you verbalize the plan in 30 seconds to a complete stranger? Why? Because it has to be straight in your head.

Action requires that we make each of our wants, wishes and desires a reality. Here are my recommendations to help you Seize The Day:

- Stop! And observe your present circumstances. Five years ago, would you have predicted your current circumstances? Would an action plan have led you to Today?
- Write down all your wants, wishes and desires.
- Share this list with those important to you to make sure that you have a shared vision.
- Carve out a little "me" time. Sounds selfish, however, without it, your batteries never get recharged.
- Edit your list to only the most important to you for each and every day in the future!
- Write an Action Plan. Solicit the help of a valued, consultant. We each know a good, honest advisor.
- Learn something new! Re-learn something old yet valuable.
- Observe and Question! If the answer is, that's the way we've always done it, you have your work cut out for you.
- Listen! Truly listen. The messages are there if you are in this day.
- Tenth: SEIZE TODAY!

Enjoy your Spring!

Tim

For those interested in the historical basis for the phrase "Carpe Diem", see this article: http://en.wikipedia.org/wiki/Carpe_diem



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