

Expert Tips & Tactics

The Appearance of David

Have you ever noticed how the occurrence of synchronicity in our lives can have a catalytic effect on our creative juices? Synchronicity is an odd thing that often catches us off-guard. It is precisely the act of being caught off-guard that makes us re-evaluate our position. I have been knocked off-balance a few times in the last month by the phrase “When the student is ready, the teacher will appear.” This phrase was used in several completely unrelated conversations and readings. Just the other day, however, I was completely bowled over and knocked flat on my back in a totally unrelated conversation that came completely out of left field in which the inverse statement was used: “When the teacher is ready, the student will appear.” This was great verbal Judo! Apparently I had not been paying sufficient attention to the first message.

Needless to say this got me thinking about how we build our businesses and why some of them blossom and flourish, while others languish in mediocrity or fail entirely.

My business is exactly what I have made it. I have to accept that. I created it and it is my responsibility. It is simply an outgrowth of my intentions, which also means that it attracts the clients I seek and I keep the clients with whom the message of the school resonates. At this point in my life my business is an entrepreneurial adventure, but not my primary source of income. I therefore have the luxury of being able to look at the enterprise as very much a work in progress, not the finished product that I will one day create. The external expression of my vision has not yet been completed, so it therefore follows that my business could not possibly be finished yet either. David has not yet emerged from the block of marble....the Teacher is not yet ready!

As business owners, we are intimately connected to our vision of what it is we are attempting to create and rather like Michelangelo chipping away all the bits of marble that are *not* David, we build our businesses to reflect that inner vision. As more and more of David appears, there is concurrently, less material obstructing the view of the finished product and our clients can begin to see more clearly what it is that we are sculpting. Obviously, it’s hard to reveal David if you don’t know what he is supposed to look like. As a direct result of a clear image of David being revealed from the rock, more people will come to see and admire the finished product. For those with whom the image resonates, there will be a powerful effect:

They will want to come back and look at it over and over and to share in its message...and tell others about the beauty of the statue and bring their friends to see it also....these are our clients.

I think that too often we lose sight of the business vision and add bits and pieces to the marble block because we saw someone else's statue, rather than create the statue that hides within our own block of marble. I believe that our schools prosper or fail in direct proportion to our ability create the vision in exquisite detail in our own minds and project it into the minds and hearts of our clients.

While there may be techniques common to all sculpting activities, all master sculptors inevitably produce unique works of art that reside within their souls. I know that my statue is far from complete. How are you doing?

Chris Dewey is a university professor and martial arts business owner. He holds black belt ranks in judo, jujitsu, taekwondo and hapkido, and has been training since 1968. Chris can be reached at chris.p.dewey@gmail.com