

Ten Lessons

IN LIFE AND BUSINESS

In his keynote address at Ambition 2008, Ambit Energy Co-founder and Chief Marketing Officer Chris Chambless spoke about a recent canoe trip he took with Chief Information Officer John Burke. What had been planned as a restful getaway ended up presenting several life-threatening challenges. These are ten lessons Chris took from that trip, which can also apply to every Ambit Consultant's business.



1 Don't start what you aren't committed to finish.

And, once you are in the water, paddle like your life depends on it, because it does.

2 Bring good company with you.

There is nothing in the world more important than surrounding yourself with positive people who love you and support what you are trying to do. Good friends and good partners are invaluable.

3 When the wind is against you, don't fight it.

It won't last long and you'll only wear yourself out. Just keep your canoe pointed straight and stay positive.

4 Prepare for rain, even when there are no clouds.

Said another way, work hard when you feel like it so you won't have to when you don't.

5 Don't get so focused on finding somewhere to camp that you miss the scenery.

Enjoy the ride.

6 Rest if you need to, but rest moving forward.

Do less, but not nothing. Learn to develop a productive day off.

7 Maintain a long-term perspective.

Measure your progress in miles, not minutes.

8 You are so much stronger than you think you are.

Dig deeper.

9 The most important step in your success is not your first step, or your final step, but your next step.

Keep paddling.

10 The wind and the current will eventually turn back in your favor.

Never give up. Never quit.

"It is a brave thing to reach for your dreams—to throw yourself with reckless abandon into a place you've never been. But then nothing great has ever been accomplished without great effort and great resolve. And yet it all starts with the decision. Good luck in the pursuit of your dreams. And keep paddling!" CHRIS CHAMBLESS