

Carpe Aqualis! “Seize the Wave”
Surf-Titudes

“You cannot control the waves, but you can control your response to them...and that is really all that matters.”

“Great opportunities never come to those who wait; they are captured by those who learn to surf!”

*“Seize the opportunities created in change! **Carpe Aqualis!** Seize the wave.”*

“God provides the waves. What you do with those waves is up to you!”

*“To be a **Carpe Aqualis!** surfer, make sure your dreams are bigger than your fears!”*

“The better surfer you are, the less you have to tell others. It is demonstrated in your actions and attitudes. The higher you go in any organization, the more humble you need to be.”

“Define yourself with your actions. Your ‘can do’ attitude will be contagious and lift all surfboards!”

“Opportunity is optimism with a plan creatively applied to the future.”

“When Life Gives You Waves...Learn to Surf!”

*“**Carpe Aqualis!** is taking personal responsibility to create and nurture the development of opportunities in your life.”*

“Success in your career and in your life is NOT you against the world...it is you against you!”

“Unfortunately, average people develop arrogance as they ascend the Stewardship Pyramid, which is completely contrary to partnership. Develop humility and a realization that, although you alone are responsible for you, no one ever climbs to the top alone.”

“Don’t look at your peers as competition. Learn from them and help them be better surfers. This will enhance your skills and opportunities. Surfing with the best makes you a better surfer.”

“Let the success of those you serve be the fuel for your success and your ultimate measurement of it.”

“In life, there are really only waves of challenges and opportunities. Both have the power to wipe you out, or give you a tremendous ride. The only difference is in your approach.”

“The more difficult the wave, the more spectacular the ride!”

“In good times, enjoy. In difficult times, grow.”

“Never turn your back on the waves of the ocean. It is far better to see what is coming to respond or adapt than be blind-sided.”

“Success in surfing is not about the waves in your life, but rather your approach to surfing those waves.”

“Success is found where opportunity meets personal responsibility.”

“Live your life on purpose rather than by default. Design it, build it, live it, enjoy it!”

“Learning to ‘seize the wave’ will change your situation. Learning to seize ‘your’ wave will change your life.”

“Who you are is more important than what you do. Focus on who you want to be and what you want to do rather than be disappointed in where you are or what you don’t have. Be happy with who you are today knowing tomorrow you will improve and be even better!”

“Whatever you can do, or dream you can, begin it! Boldness has genius, power and magic in it. Concerning all acts of initiative and creation, there is one elementary truth—the moment one definitely commits oneself then providence moves too.” - Goethe (1749-1832)

“Many people dream of success. To me, success can only be achieved through repeated failure and introspection. In fact, success represents the one percent of your work which results from the ninety-nine percent that is failure.” – Soichiro Honda, Founder of Honda Motor Company

*“Make **Carpe Aqualis!** your battle cry every time you are confronted with difficulties or change.”*

*“Waves represent change. Change represents opportunity. **Carpe Aqualis!** and seize your opportunity!”*

“Seize your opportunities created in change!”

“Great teams are built with great individuals of passion, purpose and commitment to the goal and the team itself.”

*“Great surfing starts in the mind! Develop the **Carpe Aqualis!** mind-set as you approach every aspect of your life and work.”*

*“A **Carpe Aqualis!** surfer is opportunity driven yet centered in personal responsibility. Make a big splash and own it!”*

“Success is not external shining in, it is internal radiating out.”

“Luck definitely plays a part in success. Luck is created in bold, determined action in the direction of your objective. Don’t wait for your wave; seize it!”

“Great teams magnify, build on and multiply each other’s strengths and talents while working around, managing and minimizing individual weaknesses.”

“Like attracts like. To attract great surfers...be one.”

“Your life will not develop by what life gives you, it will be created by what you do with what life gives you. Destiny is not found in the raw materials life provides us; it is forged in our creation and what is built out of the opportunities we are presented with.”

“Failure without learning is still failure. Failure with learning is experience!”

“Be a catalyst to enable the success of others and you will find your success naturally.”

*“True success in any endeavor is found in the powerful combination of opportunity awareness grounded in the realization of ultimate personal responsibility. **Carpe Aqualis!** Your World. Your Wave!”*

*“Your **Carpe Aqualis!** opportunity-based attitude, combined with Your World. Your Wave! personal responsibility will drive your aptitude and determine the results in your life!”*

*“It is your world. It is your wave. Design it, build it, surf it, enjoy it, live it...**CARPE AQUALIS!**”*

Frank F. Lunn is an expert in leadership, marketing and small business entrepreneurship. Learn more mastering change by reading ***Carpe Aqualis!** “Seize the Wave” – 7 Essential Surfing Skills to Revolutionize Your Business and Personal Life* – visit www.CarpeAqualis.com to find our more.