

## **Seven Essential Surfing Skills to Revolutionize Your Business and Personal Life**

Below are the seven new rules for successful surfing—rules you'll soon be living by. These rules will equip you with skills and techniques to be a great surfer, to make the most out of any situation, and provide you with the opportunity to surf whatever comes your way. Even when you wipe out, you can still learn, adapt and improve your life. Prepare your *Carpe Aqualis!* mind set as you learn to apply the seven essential surfing skills to revolutionize your business and personal life:

### **Rule #1      Your Competition is Not Other Surfers; It is Only You**

Make no mistake, your success in your career and in life is not you against the world...it is you against you! No matter what you do for a living or who you work for, your long term security and the level of your rewards will depend on your ability to provide leverage, value and partnership to those you serve.

### **Rule #2      Great Surfers Strengthen Others - To Get Promoted, Make Yourself Replaceable**

Conventional wisdom says to make yourself irreplaceable. The *Carpe Aqualis!* philosophy is “be replaceable.” Pass on what you know and help others become better and more capable. As you equip others for success, you will see positive results for yourself. True leaders inspire others to improve and make it easier for them to do so. Add value to everyone you work with, regardless of level, position or immediate value to you. It is a great way to live your life and the law of reciprocity will repay you.

### **Rule #3      Surf the Waves That Come, But Be Prepared for the Big One!**

You never know when or where the next great opportunity is going to come from or what it will be. You have no control over the weather, global trade, macro-economic trends, value of currencies, geo-politics or anything else. The only thing you control is your response, skills, abilities and attitude. Stay prepared and ready. Observe the trends, tendencies and action of the waves on your beach. Preparing yourself for the big one will not go unrewarded.

Nobody can surf your wave but you. It would be nice to delegate our life results to someone else, but this will not happen. No one will do it for you nor could anyone if they wanted. Your parents cannot. Your spouse cannot. Your boss, friend, minister, therapist, children...cannot.

Learn to reset your thermostat to change your environment rather than just reflect it like a thermometer. You are the only one who has the leverage to take control and to affect your outcomes. There is no one who can be a better advocate for you than you.

### **Rule #4      Apply “No Wave” Thinking**

*No Wave Thinking*<sup>™</sup> is a strategy you should use to evaluate all opportunities. Ask yourself, “Knowing what I know now, would I still ride this wave?” If the answer is no, with no sound reason to stay with it, bail out. If the answer is yes, ride it as long and as far as you can. Apply *No Wave Thinking* to every area of your life. Ask yourself whether there is anything you are

doing, knowing what you know now, you would not still do today. If you find something, change it. Otherwise, you're staying with a bad wave.

### **Rule #5      Be Your Own "Big Kahuna"**

'Kahuna' is derived from the Hawaiian title for a shaman and literally means expert, wizard or guru. I believe that everyone can benefit from having a great coach. It's important to have someone to give you honest, candid insight outside of your own biased perspective. Having another point of view can only help you.

However, you should be your own Kahuna. The word 'guru' as part of the Kahuna definition means revered teacher or mentor and recognized leader. It also has come to represent a kind of hero worship and idolatry. Find a coach or mentor whose teachings you respect, but never let anyone become your guru. It robs you of control. Take counsel and coaching from others, but never forget the lesson of personal responsibility: "Your World. Your Wave."

### **Rule #6      Surf Your Passion and Your Strengths**

The formula for success and for greatness is to mix your passion with your purpose and develop your strengths. The formula for achieving average is to work on your weaknesses while your strengths get little attention. Learn how to outsource, delegate or to "just say no" where you are weak so you can build and develop your strengths. If you don't have passion for what you are doing, you need to find something else... unless you are satisfied with average. Mix your talents and strengths with enough passion to drive you and it will take an army to hold you back.

### **Rule #7      Go Big or Go Home!- *To Be Great, You Have to Be Willing to Wipe Out!***

Unless you have been peeked by success or humbled by failure, it is really hard to have real perspective in your life. While dealing with your emotions, you sometimes don't want to let your highs get too high or your lows get too low.

Almost any great accomplishment you can think of has at some moment in its origin a failure or door closed that you can point to as the original seed of success. I can now look back at many of my experiences that I classified as failures, with the clearer perception of time, and see how each has benefited me. Failure is a label we attach to an event or a set of circumstances. Events in and of themselves have no intrinsic meaning, but rather the meaning we create and attach to it.

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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](http://www.CarpeAqualis.com) to find our more.