

Have a Vision in the New Information (and Technological) Age ..and for your Life

By Craig Lock

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Have a Vision in the New Information (and Technological)
Age...and for YOUR LIFE (Part Three)

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As the ancient Chinese proverb said:
"It's a privilege to live in exciting times."

I don't have any "techno skills"; yet we work in a "synergetic relationship " (big words to impress you, but which simply means "1 + 1 = 3 - the whole is greater than the sum of the individual parts/persons"). We are working together towards a common goals in a business vision, whereby we all help and complement each other with our particular strengths (and attempt to cover weaknesses...and I've got plenty of those!).

I believe it is essential to have a vision of the future to achieve success in business (as in life itself)...because putting the vision into words keeps you on track through imprinting on the sub-conscious mind. Then total focus + EFFORT (ie. ACTION) breeds an absolute commitment to achieving the goal, the "impossible dream".

Everything starts with the seed of an idea in the human mind. Like Steve Jobs and Apple Computers operating from a garage. First you need BELIEF in your product or service. Then one needs the DRIVE and COMMITMENT - ie. ACTION, which I believe, comes from PASSION -the key to success, I believe. Hard work gets your product to the market...then work steadily on your vision and be PATIENT. If your idea is any good, with FOCUS you WILL get the results in time... perhaps ones beyond your wildest dreams.

Who knows?

The successful cyber entrepreneur of today could well be the equivalent of the Rockefellers, Vanderbilts, Kennedy's, Paul Getty's and Henry Ford's of yesteryear, especially in the new ENTREPRENEURIAL (nice big word) AGE, which I believe, is even more important (and a more appropriate term) than the information age (not that I'd like to be one of them, a business "tycoon", btw!).

My associate here, Bill and I have an ultimate vision (or dream) of Gisborne on the East Coast of the North Island of scenic and tranquil New Zealand one day being a "recognised" centre of electronic, as well as conventional publishing, a world-renowned centre in providing quality courses in distance education and adult online teaching. Perhaps one day even becoming a centre of excellence in developing technology in the South Pacific.

Fools, dreamers, "those guys" you're probably thinking...and you don't know what the local mindset thinks of us!

Thanks to my "technogeek" associates, Bill Rosoman in Gisborne, Stephan Van Lingen in South Africa, my former country (<http://www.bridgeniche.com>) and Erich Licht of Rapture Web design in Ohio, USA (<http://www.rapturewebservices.com>) for all their hard work, help, drive, talent and vision, as I don't understand much of modern technology - "a total non-techno", who couldn't even turn on a computer four years ago!).

*

As I mentioned (stop repeating yourself - bad writing, Craig!), I believe an idea, a big helping of enthusiasm, together with a great deal of time and effort in implementing it, belief/faith in yourself and your product or service, plus persistence (not necessarily in that order) is the key to marketing success and seeing one's vision turn into reality.

My personal vision (and passion) is "exporting information and inspiration to the world."

That is our ultimate vision and something we at Eagle Productions in association with Bill Rosoman of Nugrow Technologies here in Poverty Bay (oops er sorry, Eastland), Stephan and Erich are daily striving towards with all our energies and creative endeavours.

And then dreams and "fairy tales" do sometimes come true.

What you do today could repay you a hundred-fold tomorrow and there is just one rule:
As the Nike ad says,

"Just go for it following your entrepreneurial dream...

and just DO it with all you've got!"

Craig Lock

" Whatever the mind can conceive, can be achieved."

- Johann Wolfgang Von Goethe

... and absolutely ANYTHING is possible."

As Jesus Christ said 2000 years ago,
"Total faith can even move a mountain".

"Without a vision, the people perish"
- the Bible

"We can all use the internet to reach out to the 'global community' and build a better world in this new "Information Revolution" that is upon us. Just make a SMALL DIFFERENCE. Let's use it wisely, respect our diversity and unique cultures; yet celebrate a new world in union. One where, like your founding forefathers in America, you can first celebrate the Independence Day of the strong burning creative spirit that lies within each one of us. If set alight, it is a flame that will burn brightly for future generations on this planet... and perhaps even make your personal VISION of the future a REALITY."

P.S:

What will your grand-children one day be saying about you and what you were doing in the early days of the INFORMATION AGE?

Could that perhaps be your "unique destiny" and the legacy that you leave on this planet?

Craig Lock

<http://www.craiglockbooks.com>

Craig's books are available at:

<http://www.nzenterprise.com/writer/books.html>

<http://www.novelty-gift.com/ebooks.html> and

<http://www.bridgeniche.com/CLOCK/zaniestbooks.htm>

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