

rB Power of Time | Rod Brace

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We lose time, forget, pass and waste time. We dream of turning back time but we lose track of time and find it just in time. Time is ever present but often ignored. Seconds mark the passing of timely opportunities, interest earned and aging wisdom. We all have the same amount of time, but some seem to have more.

Time to market makes or breaks a competitive bid and time is tissue when faced with a heart attack. Time produces retirement income and structures the phases of our life. Children seem to ignore it as they pass far too quickly through the parenting years of our life. Idle time fills our last days of life with time to regret over the times we had and the time we lost. The power of time is crucial to living a timely life.

Time is misunderstood. Time is far more than a metric to frame the routine of our day. Time spent with someone can be a turning point of encouragement in their life. Arriving on time is a display of respect for all who have gathered for a meeting. Time must be harnessed with a plan that promotes personal productivity and seeks purpose. Time for renewal, relaxation and reflection is critical to the human spirit and our physical health.

Organizing our time allows us to operate as close to "real time" as possible to ensure we seize the moments of opportunities. Time must be guarded from the wasteful indulgence of others who side-track our focus to chat about things for which we have no time. Time must slow to an intense deliberation as we consider the weighty affairs of mission, strategy and spiritual existence.

Regrets of misappropriated time are teachable moments if realized early enough in life. Faced with the end of our time we should remember the good times rather than painfully agonizing over decisions we cannot retrace. Time spent wisely is time spent in pursuit of deep relationships, learning experiences and wise choices. Time spent on acquiring things, establishing status or pursuing position is often time lost to a journey of shallow existence. Time is the vehicle in which we ride as we cruise life's back-roads seeing first hand the beauty of marriage, our children, and good friends. They join us in this journey of time -- exchanging the minutes for precious moments.

The power of time is yours. -- it's time.