

***“We are what we think.  
All that we are arises  
with our thoughts.  
We make our World.”***  
— Buddha

## THE SECOND PRINCIPLE: **Embrace The Moment**

### **“My Crown For A Moment Of Time!”**

If you are centered in the moment, no matter what business pressures surround you, your focus will be on the most important matter at hand.

“My crown for a moment of time!” an ancient queen cried out when faced with her own mortality. At first the queen’s plea seemed silly to me. But as my search for life’s meaning and purpose progressed, the gravity of her appeal became clear. All of her power and wealth could not buy a single moment of time. How much would you give for a moment of time—not in our sense of everyday time, but in timelessness?

Time is the most valuable treasure to possess. If we were to possess a single instant of time, if it were ours to dwell within, then we would be eternal. Death would vanish. We would be ageless in the moment. I expect that we would disappear into blissfulness with no thought of the past or future. Timelessness is a place of pure contentment, trust and awareness. It is enlightenment. Here we find the extension of our Creator. By accepting our true boundless potential, we return to our Source. Living in the now, with no thoughts of the past or future, is to exist in a state of all things and no things. It is a transition to another dimension. In the moment, we experience true reality. In that realm there is no separation of souls, and no guilt, worry, doubt, or fear.

Mindfulness is the discipline of living in the present with deep concentration on centering the mind on the task at hand—we are mindful when we are just “being” with a customer, a friend, or our Self.

### **The Painter**

I had a mindful experience some time ago as I was painting. No, not portraits or landscapes, but painting the antique house shutters that make up my outdoor shower stall in Mystic, Connecticut. I used to hate painting, but, during this job, I decided to take my time and enjoy every stroke—to realize that I was creating something new, bright, and beautiful. I felt the history of the shutters that I was painting—they came from my farmhouse in Enfield, which was built in 1845. The shutters are not nailed, but pegged together with wooden dowels. I thought of the people, who originally made these beautiful objects, felt their presence and admired the artistry of their work. For the first time, I thoroughly enjoyed painting, not because the job had changed, but because my way of experiencing it had transformed the task.

To be fully present, we must test our actions by our heart and ask for guidance from within. This is a path toward pure bliss and greater happiness, as well as success within our company and in our life.

### **Should Haves, Could Haves, Would Haves**

Our ego mind wants us to live our life listening to the old tapes of the past where we replay, over and over, events that no longer exist. This is where the *what ifs*, *could haves*, *should haves* and *if onlys* dwell. These are thoughts that have no real purpose except to drag

us back to a place that no longer exists. In the past, our guilt, shame, and limits tainted our pure potential. When we are able to push away thoughts of the past, our minds will often shift to the future, where the *what ifs*, *could bes* and *maybe ifs* dwell.

The past is gone and there is nothing we can do to change it. Guilt or regret over our mistakes does no good. This is fear disguised as remorse. It prevents us from experiencing the present moment. The future is in the next moment. It has not yet arrived. Like the past, it does not exist, and to dwell upon it keeps us from the only time there is—NOW. In the NOW is the profound experience of simply “being,” and in that “being” our true divinity is found.

The monastic tradition attempts to bring the devoted follower to this place by simple living, prayer and silence. A Buddhist sitting *Zazen* is training his mind to dwell in the uncomplicated moment.

You do not need to join a monastery and become a monk to experience long periods of silent, centered mindfulness. Simple, regular, disciplined practice can maintain a sense of serene focus.

### **Flying In My Dodge Dart**

Have you ever experienced a moment of pure bliss, an instant when there was no regret of the past or concern for the future? A Course in Miracles® calls this experience a “Holy Instant.” It is the place we long to be but resist because of our attachment to this world.

I have come upon this presence often in my life. However, I recall only certain instances in detail. I remember one warm, early morning in August when Adams and Adams Building Services first got started. It was a few days before I received official notice of my

termination from the FAA for participating in the Professional Air Traffic Controllers Organization (PATCO) strike. I had landed my first contract with an Oldsmobile dealership. The spare bedroom in my little brown ranch house became my new office. An old door and a pair of two-drawer filing cabinets made a makeshift desk. On the desk blotter, I created my business plan by simply drawing seven columns, one for each day of the week, and writing in my only job on Monday, Wednesday and Friday. My plan now was to fill in the rest of the columns with customers. When I reached my saturation point, I would hire someone to be my first company member. That was the extent of my first written business plan. The rest was in my mind and heart.

My friend, Leo, had re-introduced me to the Amway Corporation as his way of helping me to make a living. Amway was not my calling, but the audiotapes they shared became my inspiration. On one of them, Earl Nightingale spoke about the magic of a positive attitude, the Reverend Robert Schuller introduced me to “possibility thinking,” and Napoleon Hill told me the story of *Acres of Diamonds*. These sample tapes that Amway used to “pump you up” eventually lead me to the Nightingale-Conant catalog of audiotapes.

The messages on these tapes became my inspiration and guidance. One of the first full tape sets I ordered was by Brian Tracy, who shared his practices of business success. I played those tapes over and over until I knew what Brian was going to say next.

As I climbed into my Dodge Dart on this warm August, a cassette was ready to go in the tape deck. I sped down Play Road, in search of my next customer as one of my famous mentors convinced me that today would be filled with achievement, if I would only believe in myself. The windows were wide open and Robert Schuller was reminding me of my

greatness and the unlimited opportunities for success. Then I heard him say, “There’s never a money problem only an idea problem.”

The fragrance of flowers and freshly mowed grass filled the air. A feeling of freedom and infinite power came over me. All of a sudden, I was gone—transcended to another place where time stood still. When I returned, I found myself shouting with joy. I was free! The FAA tether that had been holding me down had been cut, allowing me to soar to endless heights.

### **Lost In One Another’s Eyes**

Another time I found myself in the instant, was somewhere in a gift shop. It could have been in Maine, Connecticut, or anywhere. I do not recall the location—only the surroundings and the experience. I know it was cold because the new love of my life and I were in heavy winter coats.

I fondly referred to her as my Polish Princess. She wore a long, dark-brown suede coat. Her strawberry-blonde ponytail fell softly over the fur collar. We were deeply in love. My second wife, fifteen years my junior, was beautiful, charming, exotic, and refined. Shoppers packed the little store as we found ourselves in one another’s eyes. Suddenly, we disappeared into the moment. Nothing else existed. People, conversations, racks of clothing and retail displays faded into the background, became a blur, then were gone. We were breathing in unison. Our hearts beat to the same rhythm. We held each other’s hands and transcended into the moment. If only we could have remained there.

### **The Path**

This book is not a reflection of any specific religious or spiritual path. Although reflecting no specific doctrine, it does relate to them all by combining all the *inside* answers that I have discovered while building a business. It is an explanation of Spirit at Work and the miracles that Spirit enables. It relies on the major beliefs common to all religions, yet specific to none. These truths are what binds all people together, not what tears them apart. Christianity, Buddhism, Judaism, Islam, Hinduism, and the other religious faiths are all represented here—not the dogma, but the universality of thought—the common threads that hold us together as a spiritual species and create a fabric of different colors and textures—all with an underlying theme.

### **The Consultants**

As we were building Adams and Adams Building Services, it became clear to me that if we were to reach the heights that we envisioned, we needed to hire a full-time sales representative. I was doing most of the sales myself, although my vice president was helping. This was a huge job, particularly when we began to submit proposals for large buildings.

During our eighth year in business, we moved to a “real” office in the Enfield Industrial Park, and hired a Director of Communications to help us market the business, both internally and externally. Internally, because we needed to tell our story to our members as well as to our customers. That was a big part of building our culture—a culture with a foundation based upon these principles. Our new director helped us tremendously not only in getting our brochure, newsletter, and other marketing material out to potential customers, but also in putting together proposals—some of which could take eighty or more person-hours to complete.

In the late eighties, the competition became fiercer. Before that, we averaged one sale for every three proposals we submitted. Now we were lucky to get one in twelve. I felt we needed a permanent outside sales representative to help us continue to grow, and I had the right person in mind. He worked with us as a part-time supervisor, although he was selling full-time for another company.

We were working with several consultants at the time. One of them helped us focus on our business planning. He brought in a friend who helped us clarify our financial planning. Financially, we were skating on thin ice. My way to correct that was a simple double-barreled approach—cut expenses and increase revenue. I wanted to acquire more contracts and increase the sale of special services, our more profitable extra jobs like carpet cleaning and tile floor care.

This financial consultant had a background in the retail industry in Manhattan. I can still hear him emphasizing over and over again, “You have to stop the bleeding! You have to stop the bleeding!” He prepared a spreadsheet that showed us how we could not possibly afford to hire a sales representative. He said that we would need to increase our business by half-a-million dollars a year to pay for this new position.

No matter what he said, no matter what anybody said, I knew deep down inside that hiring a sales representative was the way for us to rise to our next level in the business. I stuck to my guns. We promoted our part-time supervisor to outside sales. He was fantastic, not only as a salesman but also as a hands-on member of our community. We did not take in anywhere near half-a-million dollars more each year, but we grew and regained profitability. The new position paid for itself. As a matter of fact, it is still paying because, as I write this book, money is flowing from the accounts that both he and our communications specialist

acquired for Adams and Adams. Additionally, the accounts that he acquired led to other jobs; some that grew from small ones to immense ones.

My financial consultant was looking only at the black and white. I was able to look past that, to that knowing within, which told me the direction to take. I did not know a thing about building a sales team, but I did know I was doing the right thing. Whenever I asked my Inner Guide which way to go, the answer always came up the same. That still, small voice said, “Hire him before you lose him.” Had I not been able to *embrace the moment*, I would not have been able to hear that Inner Voice.

This second chapter was a reminder to us that the present is the only true reality. It is the opposite of dwelling in the past and distrusting the future. It reminds us that by using mindfulness, every task can become a spiritual experience, that purging ourselves of the should haves, could haves and if onlys, brings us back into the moment, that a Holy place exists within the present, that the Miracles at Work paradigm is a universal philosophy on which to build your business, and, finally, that your intuition is as valid as any financial formula.

In the next chapter, get ready to experience a New World. It is a world of business created from your own thoughts—*thoughts we can change in an instant*.

***“There is a place in you where there is perfect peace. There is a place in you where nothing is impossible. There is a place in you where the strength of God abides.”***

— A Course in Miracles®, Lesson 47, paragraph 7:4-6



*“Compassionate capitalists do their best to love God, to love themselves,  
and to love each other.  
Love is the foundation value upon which  
all the rest is built.”*

— Rich DeVos of the Amway Corporation