

Intensity

What is one attribute that can help you win in life, even though everything else may not be going your way?

Intensity.

Intensity is the ability to concentrate all your effort in one area, and then use that effort to make mighty change.

It's the difference between a spotlight and a light bulb. It's the difference between the burning rays of the sun when concentrated at high intensity through a magnifying glass, and the warming of the sun's rays when shining through a dirty window.

It's the difference between hammering a nail in the wall and attempting to hammer a loaf of bread the same weight – the nail intensifies the blow, concentrating all the force that is wielded by the hammer, and converting that force into the center of the point at the end of the nail.

So many times in our lives, we measure the work of a person by the youth of the person – but the real determining factor is really not age – it's the intensity the person takes to his or her work.

Intensity – no other single attribute can cover up mistakes like intensity. We inherently acknowledge it. We admire it. We covet it.

In fact, let's look at the synonyms for "intensity" on a popular dictionary site: **strength, concentration, power, passion, greatness, force.**

But all too often, we choose the opposite – weak, unfocused, limp, dispassioned.

Which choice is going to give us a better opportunity to succeed?

So many times in our lives, we learn to live without giving a task "our all." We choose to do it without intensity – almost as if we're trying to pound in that nail with a limp tissue, rather than a hammer.

Probably no person can live with intensity, every hour of the day, every day of their life – and few of us would want to live around such a person – but we can choose the things we wish to be intense, passionate, or focused about – we can choose to aim our energy at accomplishing tasks that would make a difference,

and then move toward that goal with a passionate, positive intensity of commitment, choosing to achieve, achieve, achieve – and believe.

Our lives were not meant to be lived half-heartedly. We were not made in order to live a life of “quiet desperation.”

No lily-livered, mamby-pamby life for us – if we approach each good task with intensity and focus, we can make a difference in our lives, the lives of those around us, and even the world at large.

We were born in order to succeed – and succeed we can – succeed we must!

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