



I Double Dog DARE You!

In the movie *A Christmas Story* “Double Dog Dare You!” lead to a lot of trouble. It actually has roots dating back hundreds of years. So it’s pretty serious (and it’s not all bad).

In all seriousness, DARE is not a one time thing. It’s a cycle that we come back to again and again, even when we don’t realize it.

Our experience lifts us up, and drags us down. Anyone who’s ever won a sports game knows the excitement of going into another game. Conversely, anyone experiencing burn out fully knows the dread of the same-ole-same-ole.

So, it’s important to Double-DARE and Triple-DARE. Persistence, afterall, is a big key to success.

But it’s equally (if not more) important to take a pause between your EXPERIENCE and the next DESIRE. Take time to reflect on what you’ve learned, and dream of what you can do better next time.

Keep in mind that not only have your circumstances changed, you have too. You are not the same as you were when you started. You have more wisdom, more tools at your disposal, and a lot more experience from your EXPERIENCE.

You aren’t going from the past to the future. You’re going from the present. Every moment is a new HERE to There.

You’re ready to go again, to double down... I Double Dog DARE you!

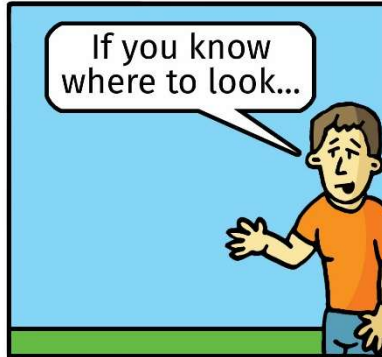




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