One of the big misconceptions about all of us who make a living in this silly business is that we play golf all the time. Bet you’ve heard that one a million times huh?

The truth is the average insurance agent probably plays more rounds than most of us. And anyone who’s played once in the past five months has played more than me. I just probably plays more rounds than most of us.

occurred to me that I haven’t touched a club since the Carolinas GCSA tournament last November.

But, by the time you read this, I hope to have had a chance to get out. It might actually crack 50 degrees here in Cleveland soon and I will probably sneak down to one of our fantastic local Cleveland Metroparks courses and whack some balls around. But, before I do, I will go through my annual ritual of finding a swing thought for the year.

Each season, I pick a swing thought in a futile attempt to find that one thing – that one crazy little thing – that will convert me from truly lousy to mediocrement. Last year it was “don’t move your nose.” That kind of worked. My head was parallel or from swinging waaaaaay too hard.

That’s a crappy thing. And “Survive” is a crappy thought to have in your head for the season.

Instead, why not focus on “Thrive”? Why not let go of what you can’t control and focus on doing a great job with what you can? Why not give off a positive vibe and help to lift others around you? Why not do your best under tough circumstances? Why not adopt an attitude that you can and will not just make it, but do it really well?

Why not make “Thrive” your watchword for the year?

Oh…but don’t forget to update your resume…just in case.

Have a great year! GCI