

SERENA OR VENUS

—Serena Williams recently tweeted, *"If you want to be great, you must first believe that you can be."*

—Venus said, *"I realize it's impossible to win every match, but I'm going to walk out there as if I can."*

I recently attended a conference where Tony Hsieh (Zappos CEO, successful entrepreneur and venture capitalist) was the keynote speaker. Tony had a way of communicating that was mild and inviting. There were over 1,000 people in the audience and yet it was as if Tony was talking to a small group. He shared a bit of his past experiences and detailed the history of how he got to where he is today. Next, Tony talked about his vision of the future; he captivated me. His vision of the company of tomorrow is one of co-worker empowerment. He believes that for an entity to have unparalleled value, all employees should be entrepreneurial. Think about it – if employees are free to make dynamic decisions in a harmonious manner for the organization – it can be much more efficient and productive. What Tony said next captured me. He said, "I believe each person is a super hero." He wasn't being cliché; it's how he sees people. His belief in others is one of the most powerful things I've ever witnessed. The fact that his past successes are unfathomable, leads me to believe he's on to something.

Back to Serena and Venus - this evening the dynamic duo will compete against each other in the quarter finals of the U.S. Open. I have no doubt the match is going to be a media blitz. As an entrepreneur, a competitive amateur athlete, and a dreamer myself– I agree that all humans have within them the elements to be super heroes. Life can be tough. At times, just making ends meet or getting

through a difficult situation takes about all we can muster. Everyone has their obstacles to greatness. Venus (35) and Serena (33) are the greatest sibling tennis stars in history. The Williams sisters are role models. They remind us to go for it all and never quit or settle. Paul Spangler took up running at age 67; at 92 he completed his 14th marathon. At 59, Satchel Paige played baseball in the Major Leagues. After starting medical school at age 57, Clarence Nicodemus graduated at 61. So there you have it, to secret formula to becoming a super hero is to believe in yourself and to take massive action.

