

## **An Entrepreneur's 10,000 Hours**

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*In the inbox this morning was a note from one of my favorite entrepreneurs. Steven has turned a passionate avocation into a business, and he wrote, "A year ago today, we were exhausted from three years of work...And a year later I'm still exhausted, but energized and cautiously optimistic that we might actually make it to a 2nd anniversary!"*

*Then he went on to talk about his dreams going forward for "Seattle's 1st distillery since prohibition." And then he thanked his customers and supporters and talked about how much fun he was having.*

*Malcolm Gladwell talks about mastery of anything requiring about 10,000 hours of focus, passion, practice, course corrections, set-backs and learning from experience. And I always add, "If you actually arrive at 10,000 hours, you are doing something you love and feel passionately about. No one could pay you to take the ride to mastery otherwise."*

*So here's a question as you launch into a new week:*

***"Where in your life are you enthusiastically racking up 10,000 hours?"***