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## RISK-TAKER

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*“If you risk nothing, then you risk everything.”<sup>1</sup>*

– Geena Davis

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**An Entrepreneur must be:**

### A RISK-TAKER

**R**isk is an inevitable part of life and success.

As entrepreneurs, we must be willing to take risks, both big and small. If we are unwilling to accept risk, then how will we ever be able to step out and try new things, learn new skills, or even expect to grow in any capacity?

Taking a risk means putting faith in the unknown; it is having hope in the unseen for positive results; it is about believing in our future by investing precious time and valuable resources into the journey, and

doing so with an opportunistic mindset. As it states in Hebrews 11:1, “Now faith is confidence in what we hope for and assurance about what we do not see.”<sup>2</sup> It is a combination of personal choices and the consequences of those choices.

When I say “risk,” I am not talking about running to the nearest casino and risking your life savings on the toss of the dice. Or as Kipling said in his poem *IF*, “risk it on one turn of pitch-and-toss.”<sup>3</sup> What I am talking about is a calculated risk; that is the weighing of the pros and cons, or advantages and disadvantages, of a decision or venture. It is the estimated amount of loss or gain you might be exposed to after the risk is undertaken. In other words, a calculated risk is the risk taken after some research and deliberation has been done—this is where those long, sacrificial hours of research and hard work mentioned previously really come into play.

Risk-taking will be rewarding if we can progress toward our goal or, at the very least, choose to learn from it, but it may not always lead us to success. Yet, without risk, we are almost guaranteed no success.

However, risk-taking will inevitably lead us to opportunity, and opportunity allows us a chance to learn, grow, and potentially reach our success.

I never thought of myself as a great or professional writer (even though God did), so when I began writing this information many years ago, I was not sure if I could finish writing this material, or if the information would be intelligibly communicated through my

writing. However, I stepped out and invested many hours—years, in fact—slowly working on this book, and finding and garnering much resources and experience on this entrepreneurial journey where I gathered much of this information. In other words, I took a big risk stepping out on this journey, gathering this information, writing this book and, especially, publishing and releasing this book for you, the reader, to potentially be a critic. (Although I believe you are enjoying this book and are able to use this information to better your life and the life of others.) If I did not take the risk, I would never have encountered the numerous opportunities that have helped me gain the knowledge I have today, nor would this book be in existence. In fact, the journey taken to get this book finished and to print it began as a short blog; it was then rewritten as a short podcast script (but was never recorded), and then, eventually, it was expanded and became this very book. The risk I took appeared to fail at first, but because the risk was taken, my endeavor grew and grew; through perceived failure from the initial risk, you now have the printed success in your hands. Who knew? God knew!

Remember, nothing in life is guaranteed, but most everything in life can be attainable with some degree of risk.

Risk-taking is not always about the final outcome of success or failure, but about the willingness to step out of our ordinary and invest a part of ourselves in the potential. Without being willing to take a risk, we will not be able to face success or failure.

The soil was damp from a fresh rainstorm that hydrated the earth, and a cool wind blew as the trees swayed back and forth, revealing a beat of their own. The leaves of the trees dripped with the purity of mother nature's refreshing nutrients. On the edge of one of the tree's branches hung three acorns, rocking back and forth with the wind while in deep discussion with one another.

"I am going to break away from this branch and leave my current place among this tree behind," said The First Acorn.

"I'm worried about what might happen if we let go," replied The Second Acorn.

The First Acorn responded, "If we stay, then this is all there ever will be for us, and our life will be short. We are acorns, and we cannot reach our full potential, or survive for long, just hanging here."

"Maybe," answered The Third Acorn, "but at least we know what we have here. You can risk it all if you wish. As for me, I will spend what little time I have staying right here. It may not be all I was created for, but it is safe enough, for now. Besides, it is better to be safe than sorry."

With that, The First Acorn said, "Fare well," and he let go and fell to the ground.

A few seconds later, The Second Acorn decided to take a risk and follow The First Acorn, and he, too, let go and fell to the ground.