

Chapter Seven – Excerpt

Chapter 7 – Enter the “No Pest Zone”

7 Natural Laws to Get Control of Your Time

“Until you value yourself, you will not value your time. Until you value your time, you will not do anything with it.” M. Scott Peck

“In truth, people can generally make time for what they choose to do; it is not really the time but the will that is lacking.” Sir John Lubbock

“The bad news is time flies. The good news is you’re the pilot.” Michael Altshuler

“Only two things can take out a tree in the rainforest” said our guide Dr. Helena Fortunato of the Smithsonian Institute. She volunteered this simple but for me life changing fact as we walked along the path in the cool of the shade afforded us by the lush overhead canopy. “Other than lightning or being cut down by man, only two things can cripple or kill a tree” she said. “Pests and pathogens.”

That set lights and bells off for me. I was already looking at trees as mini corporations and the rainforest as being representative of the whole economy, so to hear that there were only two things to deal with, was very compelling to

me. I mean, who hasn't had to deal with pests? I was also pretty sure I understood what would constitute pathogens in a business setting. Just like plants, those same two predators can diminish or end the quality of our life and business. It was imperative that I find out more about these two predators.

I headed back to the Gamboa Rainforest Resort on the Chagris River where I was given access to their private library of hundreds of white papers written by Smithsonian scientists over the years who had studied this and a host of other phenomenon. I also acquired books and other resources while at the research center. As it turned out there was an incredible study done on Barro Colorado Island in the Panama Canal. Some researchers had taken 35 pairs of cuttings from native shrubs and planted them in an open area with lots of sunlight. They placed a fine mesh over the top of all of them, but for half of them, they completely enclosed the plant in fine mesh to keep out the pests.

They all got the same amount of light, water and air but 50% of them were protected from pests. Twenty months later, the fully protected shrubs were 5 ½ times bigger and growing at 10 times the rate of the unprotected shrubs! 22% of the protected plants flowered where as no exposed plants flowered. That's an incredible revelation for anyone in business! If you can find a way to keep the pests out of your life, not only can you experience much faster growth and greater market share than your competitors but your business will be self

replicating and sustainable. For the record, the plants covered with mesh still experienced the effects of pests, presumably through the soil. The consumption rate of the plants by pests was cut from 37% on exposed plants to 17% on protected plants but that was enough to facilitate a growth differential by a factor of ten fold!. What would happen if you could eradicate the last 17%?