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# Hide And Seek

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While playing hide and seek with my 4-year old daughter the other day I had an epiphany. The games I play with my family are much like the “games” we play in business. The first time we played she ran off to hide and I diligently went in search. I already knew where she was because I could hear her giggling. It was a big surprise to her when I found her and it was really fun for me as well. We laughed and I started counting as she ran off again. After the 15th game, I lost interest in the search and found myself sitting on the couch just shouting out places where she could have hidden. I was not really looking for her but wanted her to think I was still playing. That’s when I had my “Aha!” moment.

When we write our goals at the beginning of the year we go after them diligently. We are excited when we push ourselves to do something new. We know where to look and it’s fun. After some time goes by the excitement wears off. We stop pushing to find new business and start making the same calls in the same places, not really engaged.

This week start looking again. Find a way to make it fun again. For me, it would be leaving the house for a spot with new places to seek her out. New places, new excitement and more laughs. Don’t just go through the motions. Start looking where you haven’t yet searched. You will find new excitement and it will be fun again. I know someday my daughter will no longer want to play hide and seek with me and I will yearn to hear her yell “find me daddy”. Don’t let precious time go by in your business. You know where the business is hiding, go seek it and make this week count!

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**~Gary Acosta**

Co-founder and CEO of the National Association of HispanicReal Estate Professionals (NAHREP)

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