

TIPS OF THE TRADE

“The most powerful weapon on earth is the human soul on fire.”

Ferdinand Foch
WWI general and Allied Supreme Commander

**Do you have a vision that fuels your daily thoughts and activities?
Does your mission inspire even when times seem tough?**

A clearly-shared vision can bridge the current state of “what is” to a more optimal future state of “what could be.” When it resonates within yourself and others, it provides the direction, inspiration and energy to make a dream reality. Creating this vision and having the tenacity to see it through are critical roles of leaders and of those of us who strive for self-motivation and self-actualization.

During one of the break-out sessions at Leadership, we talked about remembering why opticianry was chosen as a career, and how motivation is linked to the vision you have for yourself and the career. Do you see your job as a set of functional dispensing tasks or is your career about providing the best vision correction and protection that you can? The latter is a vision that can put a soul on fire.

At Silhouette, our mission is to give eyeglass wearers a better experience. It drives us to manufacture eyewear that is as light, comfortable and hassle-free as possible. It drives us to innovate and change the industry with products like Titan Minimal Art. It is the fire in our soul.

2008 marks the 5th year of Silhouette’s sponsorship of OAA Leadership. We thank you for the privilege of participation and for your business support.

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