



A beautiful fishing boat was docked in a tiny coastal village south of the border. An American tourist complimented the local fisherman on the quality of his fish and the beauty of his boat and asked how long it took him to catch them.

"Not very long," answered the fisherman.

"But then, why didn't you stay out longer and catch more?" asked the American.

The man explained that his small catch was sufficient to meet his needs and those of his family. The American asked, "But what do you do with the rest of your time?"

"I sleep late, play with my children, catch a few fish, and take a siesta with my wife. In the evenings I go into the village to see my friends, have a few drinks, play the guitar and sing a few songs. I have a full life..."

The American interrupted, "Hey, I have a MBA and I can help you. You should start by fishing longer every day. You can then sell the extra fish you catch. With the extra revenue, you can buy a bigger boat. With the extra money the larger boat will bring, you can buy a second one and a third one and so on until you have an entire fleet of trawlers. Instead of selling your fish to a middleman, you can negotiate directly with the processing plants and maybe even open your own plant. You can then leave this little village and move to Mexico City, Los

Angeles or even New York City! From there you can direct your huge enterprise."

"How long would that take?" asked the fisherman. "Twenty, perhaps twenty-five years," replied the American.

"And after that?" asked the fisherman.

"Afterwards? That's when it gets really interesting," answered the American, laughing. "When your business gets really big, you can start selling stocks and make millions!"

"Millions? Really? And after that?" asked the fisherman.

"After that you'll be able to retire, live in a tiny coastal village, sleep late, play with your grandchildren, catch a few fish, take a siesta with your wife and spend your evenings drinking and playing the guitar with your friends!"

