

# MOMENTUM

*by Rabbi Raymond Beyda*

Dissatisfaction with the status quo is healthy because it prompts one to start a program of change for the better. One who feels that he or she is overweight will start a new diet and exercise program to get into good physical condition. One who is working too hard to acquire the "big boy toys" of this material world might embark on a daily Torah study program in order to infuse meaning into his life. An entrepreneur who realizes that his or her firm lacks excitement in the competitive world of business may hire a new design and merchandising team or engage an efficiency expert as a consultant in order to breathe new life into the company.

Making a positive change in any area of life can be productive. The real challenge, however, is too maintain momentum. Human nature is a lazy beast that prefers comfort to pain and gain. The problem with most people is that once their new plan begins to yield the desired results they slip back into bad habits. A person who decided that his or her sales performance was less than its potential might make some moves to improve presentation of product and promotional strategies. Once sales improve, however, he or she becomes complacent and reverts to the old ways again.

Most people stop as soon as success knocks on their door. If you keep up the momentum you can run miles ahead of the competition. The maintenance of positive momentum is a test of one's mettle but it can yield material and spiritual success beyond one's imagination.

## **DID YOU KNOW THAT**

There is a custom to eat dairy foods on Shabuot. The customs vary.

Some eat only dairy foods.

Others eat dairy foods before the standard holiday meat meal.

There are those that eat dairy foods as part of the meal. These people must eat a parve food, then drink and wash their hands before eating meat.

## **CONSIDER THIS FOR A MINUTE**

*Those who are besieged by anger have no life.*

[Pesachim 1123b]

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