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**Chairman of The M&A Source**

### **Dreams, Knowledge and Work**

Do you remember the 1990 movie "[Pretty Woman](#)" starring Julia Roberts and Richard Gere? If so, you may also remember that one of the many characters in that movie walked along the streets shouting "Everybody has a dream. What's your dream?"

Let's assume that that movie character was correct in that all of us have had dreams at some time or another. Some dreams die early deaths; others may linger unfulfilled; and still others become reality. Let's see if we can determine what separates those three realities.

Although the term "dream" has several definitions, let's focus on this one: a strongly desired goal or purpose. Jack Nicklaus, who is widely regarded as one of the best golfers who ever played the game, is an example of someone who utilized dreams in his career. Reportedly, he never played a shot in practice or in competition without having a goal or purpose (dream) for that specific shot. Nicklaus has been quoted as saying "Dreams can be great motivators, but I learned early on that actually achieving them depends mostly on such factors as knowledge and work."

The takeaway is that knowledge and work are essential ingredients in the dream-fulfilling recipe. Without those two ingredients, a dream is merely a fantasy or an illusion. Not that I doubt the value of a good fantasy or illusion, but at some time in our professional lives we need to produce positive results. Let's define positive results as the culmination of our efforts to obtain the goals and objectives for which our clients engage us.

Before we discuss work, let's talk about knowledge and where you can get it. One place you can get knowledge is through the school of hard knocks, but that would not be my recommendation. Let me suggest that a better option would be [The M&A Source](#). We offer [education courses](#) designed and taught by M&A professionals for M&A professionals.

We offer two conferences for professional development each year. Those conferences are packed with workshops, panel presentations, and networking events. The most recent one was held in Atlantic City, NJ. It received glowing reviews similar to "one of the best MAS conferences I have attended over the many years" and "Job well done and thank you."

We also offer two professional certifications:  
[Merger & Acquisition Master Intermediary](#) (M&AMI)  
[Certified M&A Professional](#) (CM&AP)

The M&AMI is an elite certification that affords professional growth and marketability unlike any other in the M&A profession. The M&AMI is the only certification to require both educational credits and the successful completion of multiple middle-market transactions.

The CM&AP is a special 5-day program with the M&A Source's academic partner, Kennesaw State University through its Cole's College of Business. Attending this program is a great way to sharpen your M&A practice skills. The certification program is focused on the special interests of professional M&A intermediaries serving private companies in the middle market. The program also qualifies participants for CPE and CLE continuing education credits, as well as satisfying M&AMI education requirements.

Let's review where we are in the "Dream, Knowledge and Work" process. You have a dream to be a successful M&A intermediary, and through The M&A Source you can obtain the requisite knowledge. Now comes the hard part...work.

We can best obtain positive results when we have the requisite knowledge, experience and willingness to roll up our sleeves and go to work. And yes, sometimes the work is hard. As the Tom Hanks character said in the movie "[A League of Their Own](#)," the hard is what makes it great.

Regardless of how vivid your dream is, or how much knowledge you have, you should not expect to be successful if you don't work. [George Lanza](#), co-founder of Plethora Businesses and 2010 Chairman of The M&A Source, was once asked about his "secret sauce" for success. His answer was short and to the point, "Work." You must make the phone calls, meet prospective clients and customers, and market your services. Merely showing up and putting your feet up on the desk while waiting for the phone to ring is a recipe for disappointment.

To sum up, let me encourage you to take advantage of all that The M&A Source has to offer. As I've said many times over the years, let The M&A Source be your bridge to success!



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