

Hitting the Target

A traveler was passing through a small town in the South. As he drove in, he saw a big billboard. On the white portion, someone had drawn a target, and right through the middle – in the bull’s-eye – was a rifle bullet hole.

He went on down the road a bit, and there was a big, wide magnolia tree with a white target on it, and right through the middle was a bullet hole in the bull’s-eye.



All over town, the same thing: bull’s-eyes with holes squarely in the middle.

The traveler thought to himself: “Somewhere in this town there is one heck of a sharpshooter, and I’m going to find him.”

By asking a lot of people, he finally did, and the marksman turned out to be a teenage boy.

The traveler said, “Young man, you certainly have a great gift. You have developed a wonderful skill, and I am amazed at the accuracy of your shooting. Tell me,” he said, “how did you get to be such a champion marksman?”

The boy answered, “There’s nothing to it. First you shoot, and then you draw the target!”

The story is instructive. Too often, we are prone to open our mouths and shoot out some words without knowing where or what the target is.

And for us in Life Care, we are in the middle of forecasting for next year.

That means we are going to set up our targets first – and then test our marksmanship.

– Beecher Hunter