



## **Businessman and the Fisherman, by Mark Albion**

A young businessman was at the pier of a small coastal village when a small boat with just one fisherman docked. Seeing several large yellowfin tuna inside the small boat, the businessman complimented the fisherman on the quality of the fish and asked how long it took to catch them. "Only a little while", the fisherman replied.

A little surprised, the young business man asked, "Why didn't you stay out longer and catch more fish?" The content fisherman said, "This is enough to support my family's immediate needs. I don't need any more." "But what do you do with the rest of your time?" asked the confused young man. "I sleep late, fish a little, play with my children, take a walk with my wife, stroll into the village each evening where I sip wine and play guitar with my buddies; I have a full and busy life."

The lad scoffed, "I am a Harvard MBA and could help you. You should spend more time fishing and with the proceeds buy a bigger boat with the proceeds from the bigger boat you could buy several boats, eventually you would have a fleet of fishing boats. Instead of selling your catch to a middleman you would sell directly to the processor, eventually opening your own cannery. You would control the product, processing and distribution. You would need to leave this small coastal fishing village and move to LA and eventually NYC where you will run your expanding enterprise."

The fisherman asked, "How long will this all take?" to which the young man replied, "15-20 years." "But what then?" The business man laughed and said "That's the best part. When the time is right you would announce an IPO and sell your company stock to the public and become very rich, you would make millions."

"Millions, sir? Then what?"

"Then you would retire, move to a small coastal fishing village where you would sleep late, fish a little, play with your kids, take a walk with your wife, stroll to the village in the evenings where you could sip wine and play your guitar with your buddies."

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