

INSPIRATION

BREAK AWAY

WILL TRAVIS

Working in this industry is tough. There is a lot going on every minute of every day. If you don't have a client who complains you're complaining you don't have a client. Work, work, work. It's endless.

There are some of us who need a vacation and take one. But there are those who need feel the same fear that everyone else felt when the recession first hit. Dentsu America's CEO Will Travis is an inspiration to all of those straphangers wielding to work, pressed against some unknown, unfriendly stranger on a crowded subway. He gives hope to those faint-hearted weary employees that waist away sitting in traffic; dazed from the mindless dribble spewing from morning radio. Will embarked on an off-road adventure, the Dakar Rally, celebrating the New Year. "At first its fear" - says Will. "The thought of crashing a 600lb bike at 120km an hour in terrain that changes by the second absorbs every inch of your being, especially if you're like me and you've signed up for something you've only had three months training to do. At these speeds you very quickly realize how well designed the BMW 1200GS Adventure is, to need these kind of speeds to get through some of the toughest terrains safely, absorbing the constantly changing under wheel surfaces and taking the twelve a day jarring and shaking. Many times during our trip I saw people fear away from the speed and lose control of their bikes, being propelled over handlebars or losing control of the bike to gravity, veering off into the deeper sand or rocks. Speed really becomes your friend and when the back end of the bike pendulums alongside you, a twist of acceleration on the throttle is the only thing to pull you back on track. But this is only the physical side of the equation" - continues Will. "The other looming carrot pulling you forward is that inner passion to win. Nothing grates more on your mind as you ride than a rider over taking you, especially when you realize it's because you've been focusing too much on the surface under your wheels. The ride is a constant balance of raw talent and instinct to get from A to B quickly and your hunger to get there ahead of the pack and show you can do it. As in advertising, we're racing to win not just for the day, but every day, every week, year after year and the Dakar has the same



structure. Not a single marathon, but a thirteen-hour iron man, raced every day, day after day, for twelve days straight. It pulls on every ounce of physical and mental energy you have."

Exhilarated, Will Travis has set the tone for what will be for the rest of his year. "I'm totally un-phased and already set in a new direction after being blocked from the one I was heading down. My instincts are sharpened and my reaction time is much swifter. With three kinds, a complex past and

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a highly charged future, I'm on my toes and living the dream. Trips like this put your loved ones right into perspective and taking time to live and absorb the moment, are amazing moments in life CEO's often fly past with the American way of business. I try and live by two rules in work and personal situations. Firstly, make your decision asking how it will impact your life in one year's time. How serious really is this decision? And second, take fifteen seconds to stop and think about the moment, good or bad. Smell the roses when

they are there and understand the touch times when they happen."

"How amazing the world really is with its awe inspiring forms and its vastness and how great it is to push yourself out into the real world, out of the comfort zone bubble most of us get sucked into for so much of our business absorbing lives. Just remember, **we all die, yet not all of us really live.** As CEO's we have the fortunate resources to do this, so do it while you can. Regret for me is a very sad word."
-Tonisha L. Johnson