



A Passion for Passion: Reading, Writing, Politics, and Cars

Passion is a big word. Defined as a “strong feeling or emotion,” it evokes a unique combination of desire, enthusiasm, and commitment. It’s what drives us, motivating us to go that extra mile. In today’s fast paced world, it can be difficult even figuring out what you are passionate about, much less having time to pursue that passion.

They key, of course, is balance; finding that unique combination of passions that both makes you a better person and provides an outlet from the stress of day-to-day living. For me, that means four key passions: Reading and learning, writing, politics, cars and driving.

Reading and learning has been a lifelong passion of mine; from grade school I'd devour science fiction and fantasy novels, then poetry and literature, non-fiction science writing and history.



Christian Twiste
Chief Operating Officer

My passion for writing grew out of reading. I wanted to be able to create the worlds and describe the scenes as well as my favorite authors. While writing has proven a much more difficult passion to master, the rewards are many: Writing is communication, and communication is a critical skill in today's connected world. Though business writing isn't the same as a novel, short story, screenplay, or poem, the skills you will master are transferable. Everyone loves a good story, even your customer or your boss.

Politics is a passion I developed in college. The need to understand the way the world works and who's in charge, coupled with the endless drama, debates, dialogue, etc. in a free country offers the potential for equally endless analysis.

Though cars themselves were a lifelong passion of mine, pictures of them hanging on the bedroom wall and magazines strewn around the house for years, performance driving is something that came much later for me. Driving, of course, is fun, but as a passion there are ancillary benefits.

Ultimately, everyone needs to decide what they are passionate about for themselves. I would just suggest a few things.

First, make your passions meaningful, a means to understand something about the world and continually improve. Second, ensure at least some of your passions are an escape and fun. Third, simply be passionate. Passion is its own passion. Don't be someone that lumbers through life, sluggish, with no interest. Let your passions motivate and excite you.



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