Impatience is not a virtue

We are telling you this up front because we know you hate waiting. Impatience is not a virtue

Impatience got us crap food, the financial crisis, and global warming. Impatience got us third world debt, HIV, and nuclear weapons. Faster and brighter does not necessarily mean better. and I think you will find that Sir Frank Whittle, inventor of the jet engine, was not an impatient man.

Waiting might well drive us up the wall, but impatience will rob you of everything that matters.

The pursuit of more is a treadmill, a vicious circle of dissatisfaction, of being always hungry, always awake, unable to rest. More more more is landfill, sweatshops and obesity. Buried under the relentless accumulation of worthless possessions.

Impatience is the enemy of community. Impatience says I AM MORE IMPORTANT than you. Impatience says - you are IN MY WAY. Impatience is trampling over those who don’t shout as loud as you, who aren’t as rich or as strong or as privileged as you.

Waiting, on the other hand, means making choices about what is really important Waiting is stepping off the merry-go round.

Waiting is perseverance, dedication and commitment. Waiting is the essence of hope. Waiting brings Wisdom, healing and maturity, a life well lived and memories to look back on.

Impatience is not a virtue - as another advert once put it - the best things come to those who wait.