HOLD ON TO YOUR REMOTE

As I launch this column, it's my intention to share my perspective on a variety of topics. I suspect men will relate to my insights. I'm hopeful my female readers will be enlightened.

I'm often asked, usually by women, why men have a TV addiction. I've given this perplexing question a lot of thought.

My conclusion is watching television allows us to spend more time with ourselves in an effort to understand ourselves better. Maybe we will begin to understand why we're so hung up on watching sports, sex, and action movies. We find ourselves living vicariously through our TV heroes. Admit it! We all want to live a James Bond life, be the quarterback facing a game winning opportunity, or simply be Tiger Woods winning a major tournament. It's not going to happen. Not from the couch or the EZ boy recliner.

One evening, while engaged in meaningful conversation with my wife, she casually asked, "Honey, why do you spend so much time watching television." It was a fair question and immediately plunged me into deep thought. After several seconds I replied, "Sweetheart, I do my best thinking in front of a wide screen TV." She stared at me with a bewildered look on her face. She was under the false impression that men actually watch a program from beginning to end. Nothing is further from the truth. The essential remote control should really be tagged the Random Remote. Most of us randomly surf the channels looking for a reason to randomly surf the channels. This activity further illustrates our thinking process. We obviously believe there is something more exciting on a channel we are not watching. If we were honest, we would admit that we already know the outcome of the game or the conclusion to the movie we have already seen five or six times.

Several months ago a prominent attorney from Oklahoma was our house guest. We were watching TV when my wife asked him the same question. She was startled and in total disbelief when he said, "I do my best thinking with the TV on." I was also in total shock but grateful that he gave my premise instant credibility. Now, when I'm asked, "Honey, where are you going?" I simply say I'm going to do some thinking. At least my wife knows where to find me.

The next time you're asked why you spend so much time in front of a television now you know the answer. So hold on to your remote. Your best thinking lies ahead.

I welcome your comments.
Phil

Phil Parker, a former CEO and successful businessman, is a speaker and author. His book, *Kiss Yourself Hello! From A Life Of Business To The Business Of Life* encourages his readers to discover the possibilities before them and the potential within them. His second book, *The Gift Of Perspective~Let My Hindsight Be Your Foresight* shares his lessons learned. Visit Phil online: www.philparker.com or email him at: phil@philparker.com

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