



**US COMPLIANCE**

CARE | PROTECT | GROW

# LEAD THE WAY

## “BEING THE LIGHTHOUSE”

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We live in a time right now where most people alive have never experienced a global pandemic to the magnitude that we are living through with the terrible outbreak of the Coronavirus. It has revealed some of the greatness of humanity, and yet—it has also revealed a darkness. This darkness has not just hit individuals or communities, but rather entire industries, cultures and countries. Our world is navigating the turbulent waters of this virus and now more than ever, Lighthouses are needed!

When you hear about a Lighthouse, what thoughts or emotions come to mind? For many people they are a great source of mystery and fascination, and an object of safety and strength. Lighthouses traditionally served two main purposes. First, as a navigational aid and secondly to warn against danger.

Lighthouses actually can be traced back to 280 B.C., where one was built taking over 20 years to complete. It was 450 feet tall and stood for over 1500 years until being destroyed by an earthquake in the 14th Century. The enormous engineering marvel was actually one of the original seven wonders of the Ancient World because of the Pharaohs of Ancient Egypt.

People who study lighthouses are actually called “Pharologists” stemming from their ancient origins. The original source of fuel for lighthouses could be wood or coal, but oil was the main fuel source used. This is where the nickname for the keepers came from, “Wickies.”

When electricity came it changed the entire future of lighthouses. This is when the Fresnel lens was created. Like a huge lamp shade, it’s made up of hundreds of pieces of beautifully cut glass. It surrounds the bulb and instead of directing the light down like a shade, it intensifies the glow and refracts and reflects the light focusing them into a single beam shining in a particular direction.

Fresnel lenses are either fixed or revolving and traditionally came in 7 different sizes. The larger ones can cast a focused light over 20 miles to sea while the smaller ones stay focused on the harbor. Some of these lenses can weigh up to 4 tons! The revolving ones are far more valuable, useful and rare.

This is where companies have a very unique opportunity to thrive! Every team has a beautiful collection of individuals, all with their very own special gifts and talents. When teams work toward the vision of the Greater Good, they become their own “Fresnel” lens! Imagine your teams brilliantly shining the light. Ever changing and adapting, pointing people in the right direction, keeping them safe and helping them find their way.

Remember, company culture isn’t the building or home office; it’s every person from every department throughout the entire organization. Culture is strongest when teams operate together as skilled pieces of glass, specifically cut to shine as beacons of light. This is an incredible time to innovate and create collaborative solutions never before thought possible. In this dark hour, take great pride in being a Lighthouse breaking through the fog of uncertainty and fear!