

ROCK//SNR

Opportunities

ESSAY 001
/ APRIL 2026

Fear kills more men than death. But through death of fear more men have been reborn than has ever been alive.

On a Friday night, two years ago, I went to public sauna with my friend. Typically, the time slot is not too crowded. In the best-case scenario, we will have the whole sauna for ourselves. Or so we thought.

While enjoying the steam a couple of guys joined us. We got talking. One of them worked in maritime industry and had just finished a couple of days of safety training. Part of the training was escaping the vessel and getting on the life rafts. For added pressure weather conditions were simulated with wave generators.

What struck him the most was you basically have one chance to get on the raft. Fail the first shot, and momentum is lost - the second attempt is already weaker.

Not only is that the rule at sea, it's true in life: one opportunity and that's it. No do-overs. No checkpoints. No second chance to live this moment again. It's always a different time, different circumstances - a different you.

Despite that, seizing the opportunity is rare. Be it talking to the woman, taking a step in your career, pursuing a degree or starting your own business, the easiest action is always to wimp out. But it's the easiest action that hits you the hardest.

Fear causes us to miss opportunities. Fear causes us not to act, and then rationalize it's better this way. But that creates room for regret. It allows us to relive that moment in our minds. Imagining that the next time it will be different. That next time we will be different. And we will be – just exactly the opposite way we are hoping for.

Having trained yourself to chicken out, taking that path again is easier. The second time is a step towards second nature. Eventually it becomes who you are.

But the poison carries the cure. It works both ways. Kill the fear and commit in the moment. Feel the energy flow in you. Seize the opportunity and invigorate your spirit. You're the one in control.

The only choice you need to make is to go for it.

