



BRUCE LICHT

FOUNDER OF *MY ELEVATOR PITCH FOR GOD*, ENTREPRENEUR, AND AUTHOR

Bruce grew up in Lafayette, California and received a BA in Political Science from UCLA as well as a Graduate Gemologist degree from the Gemological Institute of America. After graduating, Bruce operated his family's 100 year-old retail fine jewelry business for twenty-two years. Bruce had a passion for computers and graphic arts, so he changed careers and joined his best friend at a national technical publishing company for seventeen-years as the company's Publisher, where they invented the modern labor law poster industry, including the first "All- On-One Labor Law Poster" and "Labor Law Poster Compliance Plan."

Aside from being the Founder of this website, *My Elevator Pitch for God*, Bruce was the co-editor of the book titled, *Elevator Pitches For God: Volume 1*, and author of the cookbook titled, *Immediate Chef: No Previous Experience Required*.

Bruce's goals for this website are: To introduce more people all around the world to God and strengthen the faith of those who already believe in a non-political and non-religious way, to bring people together, find common ground between different faiths, create meaning in people's lives, and start to move the world in a better direction.

You can help by sending this website to friends and family and posting it on social media!

You can also connect with the website project's LinkedIn page by clicking below:

<https://www.linkedin.com/in/bruce-licht>

DOGE (The Department of Geriatric Efficiency)

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We have all heard the expression, "Time flies." But remember when a year seemed like an eternity? Now, they seem to pass like pages flipping in a book, only to find that we are in, or rapidly approaching, the final chapters.

For many, that's when serious reflection begins happening. You start asking: "What's the purpose of life?" "Have I fulfilled my mission?" "Is this all there is?" If this sounds familiar, I recommend creating a new, "Personal Accountability Department" for yourself. You can call it *"DOGE: the Department of Geriatric Efficiency."*^{1,2}

One thing is for sure. The more possessions you acquire, the more worries you have. Before you owned a car, you didn't think about oil changes, tune-ups, dead batteries, or taking the driving exam.¹

Likewise, the more material belongings we have, the less free time we often devote to our spiritual lives. So invest wisely. The only reason we're in this world is so we can acquire "food" for the "World to Come." This "food" is our good deeds. After someone dies, they can't call a loved one, give charity, visit the sick, mentor others, or choose kindness. This world is the only place we can contribute to and build up our "Spiritual IRA."¹

Before it's too late, start thinking: Am I learning, praying, and doing good deeds the way God wants me to? Don't excuse poor behavior by saying "Everyone else acts this way, so I can too." How do you think that logic will serve you in the long run? ¹

Sooner or later, there are consequences for our actions. Imagine someone commits a crime deserving the death penalty, yet the judge shows mercy and only issues a slap on the wrist. The next time you face hardship or affliction, try reframing it as receiving an act of divine mercy. Accept whatever comes your way as a sign that God loves you. Because it could have been much worse.

Everything God does is ultimately for good!³ Every "stumble" we take is for the purposes of a future ascent. Every moment, God is sending us messages. There are lessons embedded in everything we see.⁴ The reason Noah was commanded to spend 120 years building this massive floating vessel was so the people of that generation would ask, "What are you doing? What are you making?"⁵ Everything we experience is actually like a mirror reflecting back what God wants us to focus and work on.

If people don't know what they are living for, they are constantly at war with themselves. Every breath we take is an opportunity to thank God for how He works all things to good in our life.

So perform a "DOGE" assessment of your life to create efficiency and meaning beyond short term goals or fleeting desires. The existence of a divine Creator provides the necessary framework for true accountability. This perspective affirms that life, with all its complexity, is intentionally guided by a benevolent Creator deeply invested in our spiritual growth and ultimate destiny.

Footnotes:

- 1) From Rabbi Aryeh Wolbe Podcast Collection at Torchweb.org: Why Small Suffering Is a Gift (Day 108 - Orchos Tzaddikim | Remembrance 9), December 23, 2025.
- 2) "DOGE" most commonly refers to the "*Department of Government Efficiency*," a U.S. government initiative from the second Trump administration (2025-2026) led by Elon Musk to cut waste and modernize federal operations.
- 3) From Rabbi Aryeh Wolbe Podcast Collection at Torchweb.org: Everything ... EVERYTHING is for the Good (Parsha Power: Chayei Sara), October 11, 2025.

The things that we think are terrible are really not so terrible. The things that we think are great perhaps are not so great. We are lacking perspective, but everything that God does is good. The truth is that we have a very limited view. And the minute we recognize that limitation, that we do not have a full clear perspective of the entire picture, we see that God does have a full picture. Don't put your faith in mankind. Why? King David tells us: Because you're putting your faith in a man who has no salvation. What happens when his soul leaves his body? It goes right back into the earth. And therefore, the Talmud says a person should always say - Everything the Almighty does is for the good. Why did I (they) have to get into that accident and get injured? Everything the Almighty does is for the good. Why did I (they) need to get sick? Everything the Almighty does is for the good.

- 4) From Rabbi Yaakov Wolbe Parsha Podcast Collection at Torchweb.org:

The Baal Shem Tov (Rabbi Israel ben Eliezer), living roughly from 1698 to 1760 in Polish Ukraine, known for founding Hasidism, famously said that:

Everything you see and experience in the world is actually a mirror reflecting back to you of what you need to focus on. This is almost like a supernatural idea. God will show you things that you need to see. And thus, every flaw that we are able to see in other people is actually a reflection of the flaws that you need to fix within ourselves. Try to take a life lesson from what you see to try to figure out what the life lesson is for you, what is the principal, what are the consequences, what can this teach me?

- 5) From Rabbi Aryeh Wolbe Parsha Review Podcast at Torchweb.org: Unlocking Divine Messages in Everyday Life (Parsha Power: Noach), October 20, 2025.

Rashi * said there were many different ways for God to save Noach from the impending flood. Why did He command Noach to build this massive floating building that would take 120 years? Rashi said, the reason was so that the people of that generation would see it, and ask, "What are you doing?" God was sending a message to wake people up so they should ask Noach why, and hopefully have the opportunity to repent.

* Note: Rashi (Rabbi Shlomo Yitzchaki, 1040–1105), born in Troyes, France, was a towering French medieval Jewish scholar, famous for his clear, concise, and foundational commentaries on the Torah and Talmud, making complex Jewish texts accessible to all.