



Life, Time and Purpose: The Lifeline to a Rewarding Journey

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Reconnecting with your purpose for being on this earth, tying it to specific personal and family goals, and creating an action plan is a very powerful mechanism for anyone to improve their life. This allows you to invest time in activities that are high value to you with the most important relationships around you.

CHALLENGE

Many times business leaders get pulled more and more into the business, but feel less and less like the problems can be solved. Attitudes on life and people turn increasingly negative, or more accurately, the stress of situations expose some values and beliefs that end up making you feel turned inside out. At times, trust is lost in the people around us and our own abilities. Actions taken based on what worked in the past misfire this time around and can make matters worse.

In many cases, new circumstances need new attitudes, skills and tools to be able continue improving the situation. As Marshall Goldsmith said, “What got you here won’t get you there.” New skills and attitudes need to be learned.

SITUATION

Our client – an executive in a software company – seemed to have a good business that had opportunities to develop and improve upon their profit and value to customers. However, in the first six months of our relationship, we seemed to have trouble getting consistent and persistent action in agreed upon areas that could improve his business and life. There were a number of obvious improvements that could be made. Regardless of what approach we took, none of the actions were implemented.

As we went deeper into what was (or was not) occurring, a severe negative attitude began to emerge, not just regarding his current situation, but the entire history of his life seemed to have been (in his perception) either luck or other people’s fault. He seemed unwilling to take action now, since he felt that he would be unable to really have a better life.

It was taking too much of his energy to “fake it” while at the same time, everyone around him got the message that everything was fine. The cracks were starting to show and we were bearing witness. His wife was also concerned that they were no longer connecting, and their relationship had started to suffer. Everywhere he turned, people wanted more from him than he had to give. Was there no way out?

VISION

Stress tends to expose flaws in character, perceptions and values. While painful to experience, it can be a great opportunity to learn and become better people. The impact on our family, friends, business, and community can be dramatic.



By stepping back from the day-to-day activities and spending time setting goals, recommitting to important relationships and gaining outside perspective, it is possible to rediscover who you are and what values you want to stand for in your everyday life.

RESOLUTION

The first step here was to stop making changes inside the client's company. Working with him and his wife to discuss their lives to this point and what was most important to them was next. Knowing why you are here on this earth is an extremely personal, but powerful motivator to purposeful action. The couple set lifetime goals together, engaged their children in the process, and looked at the larger community for the legacy that was possible for them to leave.

Additional work was done to manage time and all the demands of the business. His team was relieved to see him take these steps towards change, as they had sensed something was wrong but didn't know what or how to help. Since this client's personal turnaround, he has been honored with several awards from various organizations and community groups he is involved with, as the first steps to the legacy he and his family desire.

APPLYING IT TO YOU

To take advantage of the experiences discussed here, try some of these tools to uncover your best self.

- **Purpose Visualization:** Where we have been and where we want to go are powerful techniques that can protect us when times are tough and spur us forward as opportunities present themselves.
- **The Foundation Book:** A complete inventory and audit of your life and where you are going. It is a written record of purpose, goals, skills, capabilities, values, strengths, weaknesses, actions plans, contingency plans, resources and relationships.
- **Goal Setting:** Many couples have short-term goals (i.e. go to the beach for a week this year) and "someday I will" goals. Using a specific process for setting lifetime goals, milestones, strategies and an actions connector, we are able to build a plan that realistically allows couples to feel their progress and be motivated to truly enjoy the journey.
- **Time Management System:** It is important to have a system to protect us and a structure to guide those around us so we can use our energy in the right places at the right times to achieve our goals and feel good about them.

SPECIAL OFFER: THE FOUNDATION BUILDER EXPLORATION SESSION

If you are interested in learning more about how to integrate your purpose into your life, control your time, and explore how it can help you avoid or escape a declining business, contact us to schedule your complimentary Foundation Builder Exploration Session with one of our Expert Guides. It takes only 30 minutes to get started!

You may also wish to learn more about our unique process for Organizational Leaders called The Comprehensive Independence Builder™, in which we address all of the obstacles you face and then help you use innovative strategies to protect and enhance your organization, improve your quality of life and better achieve your goals. Find out more at: www.appliedvisionworks.com.

Contact our Expert Guides at Applied Vision Works, Inc., to schedule your Foundation Builder Exploration Session or for more information on our services and our process. We may be reached by calling 800-786-4332 or by emailing us at JSabatini@AppliedVisionWorks.com.