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I. Huddle Up -- When I Grow Up I Want to Be Significant



Remember when you were a kid and the teacher asked you what you wanted to be when you grew up? What did you say?

I wanted to be a jet pilot or a chiropractor. Alas, when I took those dang aptitude tests I had nothing going for me in either of those occupations, so my counselor suggested something in psychology or the helping profession. Thank goodness for strengths tests! I never would have survived the daily reality of either of those jobs. But what was within me that attracted me to jobs I was ill suited for naturally?

As I look back, I now see that I dreamed about being a jet pilot or a chiropractor because of the significance I felt around people in those fields. My dad loved planes so that was a great way to bond with him as we met interesting pilots from all over the world. My chiropractor nurtured and cared for me while my parents got a divorce. My real desire, you see, was to make a difference in people's lives. Without counsel I could have easily slipped into an area I would struggle to be satisfied in-and so merely survive every day. In reality, this would have left very little energy and resources to contribute to the betterment of the people I so wanted to help in the first place.

SEARCH FOR SIGNIFICANCE

Today, I have the most interesting job this side of a psych ward. The leaders I work with are the most colorful personalities and creative minds I have ever met; they are simply fascinating and utterly inspiring. I absolutely love what I do and that is because what I truly desired as a kid is coming true in a way that I was uniquely wired to do.

In my study of human behavior, I have discovered that top achievers, driven entrepreneurs, and successful leaders have a very interesting thing in common: they desire greatness and will overcome great obstacles to get there.

People who know they have a modicum of success come to the coaching relationship so they can move beyond their current success patterns to the next level of what they were meant to be. The next level might be to get better profitability in their company, to work with their team to get more productive results, or to put in place a plan for themselves to live a life of significance and meaning.

The common underlying drive is, *How do I lead a life that is significant and leaves a legacy that outlives me?* It really is the deeper question within all of us, isn't it? Sometimes we mask it, though. Some of you are in denial about that deeper question. Instead, you chase money, power, and security. All of those things are fine-and in fact I help people get more of all those things on a daily basis!-however money, power and security are only satisfying when they are a *byproduct*, not the end result.

If you don't understand you have an innate desire to leave a legacy of greatness, and address that desire, you will just keep running on adrenaline chasing the next thing-hoping it will bring you the satisfaction you are looking for and the answer to the question: *How do I make a difference in my lifetime?*

UNSTOPPABLE DRIVE TO SUCCEED

I had the coolest thing happen to me the day after I started to write this. A friend sent me a video from *The New York Times* website on Max Levchin, the 32-year-old co-founder of PayPal. After selling PayPal for \$1.5 billion, Levchin still can't turn off his drive to succeed, and has started a new company. I was fascinated when his fiancé got part of it right, telling a reporter on camera that it's not about the money for him, it's about the competition within him. However, Max himself diagnosed his own disease, and I respect him for it. He said,

Max: "On a grand scale I worry about being irrelevant. That is sorta my number one concern in life is I don't want to wake up and be in the this sorta 'where are they now' file."

The reporter goes on to observe, "It is that fear that drives Mr. Levchin to work 15 to 18 hours a day. With predictable consequences on the domestic front..." (Go to the link below to see the profile for yourself.)

I wonder how long he'll work 100 hours a week and how many companies he'll start before he realizes that relevance and significance are only found in what you do in the lives of others, meeting their needs-and many times those are intangible things without price tags.

I am all for making lots of money, especially when you can give it away. But it is not the making of money or the competition or the driven energy that, in the end, will bring you meaning, relevance, and significance. It is much deeper and much richer than anything you can work harder and harder for.

FROM THE INSIDE OUT

So, back to that question. *How do I make a difference in my lifetime?* Why don't we all answer it?

This is getting a little lengthy so I'll wait until next time to share in detail why I think we dodge that question. But for now, I will say that most successful people are subconsciously trying to prove something to someone. It is a constant searching after the answer to "*Do I have what it takes?*" and a desperate run from the fear, "*What if I am found out.*"

In short, we have a deep wound of insignificance: the feeling of having little or no meaning, value, or importance just as I am.

The only way we feel worthy or significant is when we keep producing, keep selling, keep moving-with the hope that one day we will achieve enough to stop having to prove ourselves to the unknown voice in our head. Mr. Levchin discovered that \$1.5 billion isn't enough. What is?

It is my suggestion that we start from the inside out. When we settle the issues inside of us, we usually accomplish so much more with so much less-and the "leftover" is now able to be used to give to our spouse, our kids, our neighbors, and other parts of the world.

It is this deeper searching and giving we find the significance and value we are looking for. Many of you are coachable and ready for this adventure. Others need to burn off a bit more before they are ready to make a real difference in this world by living their purpose. I hope to be there and hear the success story either way.

Good for you, Max Levchin, for speaking truth on what you are really after: a relevant, meaningful life. Now I do hope you will find it soon, while you are young and have so much to give to the world.

That goes for all of you too! If not now, when?

BEGIN IT NOW!

Shandel

P.S. Here's the link for the profile of Max Levchin:

http://video.on.nytimes.com/?fr_story=f6571e2dad15ce38506d1a665d178c0c40bc0874

II. Pep Talk -- Monthly Quotes

"We're all destined to leave some kind of mark. We're all meant to walk a certain path at a certain time in a certain direction for a certain purpose." --*Denzel Washington*

"What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others." --*Pericles*

"When someone is pursuing their dream, They'll go far beyond what seems to be their limitations." --*Robert J. Kriegel*

"The path to greatness is along with others." --*Baltasar Gracion, Spanish Priest*

"When one has a passionate sense of purpose, energy rises, obstacles become incidental, and perseverance wins out." --*Rich De Voss*

III. MVP Award -- Successful People Living with Intention: AHG Process Owner Team



This month I have the honor of highlighting a group near and dear to my heart. Here's some background. Anderson Hay & Grain is a family-owned company based in Ellensburg, Washington started in the 1940s supplying hay to horse and cattle buyers in the Pacific Northwest grown to become the leading supplier of hay products to the region and to the Canadian dairy, horse and beef industries. Not only that, it is the largest exporter of hay in the United States to Asia and Europe, generating revenues of over \$100 million annually.

When the company was implementing the Oracle System, company executives put together an oversight team of managers from all the main areas of the business who needed to "own" their area of Oracle, to understand how their area was functioning in regards to the new system.

I have had the joy of working with AHG for years and so when it became clear that the team was not able to function well together. Oh man, did I put the team members through a lot! But in the end, they grew to not only shine as a team; they became colleagues and friends. Here's the story...

Bruce Grow the CIO and manger of the process team called me in and said, Help me get this team to work together! They are valuable and we need to get results. We went to work and did an online team survey and a "360" study-gathering information about the situation from all possible sources to gain a comprehensive picture. Team members distrusted each other; meetings weren't productive and in fact were very draining for most people; things just weren't going in the direction that honored the Anderson Values. A few of them actually said it could take up to half an hour every day to ramp up emotionally before being able to deal with members of the group. Such valuable people with great work ethics and yet something was not working.

For our next step, we gave each team member a behavior and motivator assessment, and talked through the results. Here we had a group of professionals, all who cared for Anderson's success and wanted to be productive-but whose personalities had two dominating characteristics: they all feared to make mistakes, and they all had the tendency to see what was wrong in a situation before what was right.

Now here is the crazy part—they are a problem-solving group and they are perfectly wired in their strengths to successfully drill deep on issues and find major weaknesses in processes. However, that's a recipe for conflict when you start trying to communicate with each other and need to ask hard questions and give constructive feedback. So we started to meet for a day once a month off-site. We would spend part of the day wrestling through the issues, discussing the obstacles of working together as a team, and learning communication and EQ skills. And then creative leader, Bruce Grow, always had some unique experience planned and we would spend the other part of the day having fun! Serious fun. There's nothing like water-skiing and whitewater-rafting to break down walls. We went kayaking, we made gingerbread houses, we painted with water colors, we even sculptured butter! That was a slippery job!

Over time the team worked hard-painfully hard-on breaking down the barriers to communication. We faced issues of trust and control. We tackled fears, of being threatened or of failing. We learned how to deal with conflict positively, and how to think about how the other person might be feeling, and what their motives might be. We learned the value of differences and the self-protecting ways we keep others from knowing us as people so then they treat us as objects. We spent intentional meaningful time together and at times it was really hard with tears and Kleenex. At other times it was filled with joy and laughter.

In the end, everyone on the team not only totally engaged in the process, but truly looked forward to it. They grew to care for each other. They grew in their desire for creativity. In fact, they have gotten so good at fixing things, they said at our last meeting – now we want to be creative and forward thinking of solutions for the company's vision. The problem now is not enough time together. When we re-did the online survey and check on our progress, every area of the team has excelled! I know for me the team has gone beyond my expectations. The greatest joy is they really like each other. they are friends, and appreciate the opportunity to serve on the team.

And on the business end, AHG has seen a measurable return on its investment. Not only on the visible bottom-line, but in the emotional energy no longer being drained in negativity, they are now channeled toward what can we solve proactively with all this left over energy! Watch out! Kudos to owner Mark Anderson, Bruce Grow and the executive team for seeing that the time and money they put into the process is worth it!

Your Proud Coach,

Shandel

IV. Game Schedule -- Significance Now - check out Our True Life Series

Ready to start the journey toward significance?

Life 101 Noon Class - Jan 9, 23, Feb 6, 20, Mar 5, 19 (phone class with Shandel) (7 spots left)

Define the steps to propel yourself forward to your next level.

Life 101 is a workshop designed to give you the opportunity to anchor yourself in your own sense of purpose and find ways to be fully engaged in executing your career and life path. Each part of the program identifies the foundations to make optimal choices and gain clarity in the next steps of your personal and professional development. The process will provide the tools for analyzing how you grow and change as well as techniques for prioritizing what you want from work and life.

Cost is \$400 and you can register at www.truelifecoaching.com If you find that practically every minute of your life is filled, yet you lack definition and fulfillment, this workshop is for you!

Life 301 and More Purpose classes coming in January!

Think Gift Certificates

Significance now!

[Descriptions here on workshops](#)

V. On 3 - Ready...1,2,3 - BREAK

Thank you for taking the time to read this month's edition of *The Coach's Time Out*. I truly appreciate you forwarding this newsletter to those whom may find it beneficial. If you desire to subscribe, please visit the front page of our website or send an email to ss@truelifecoaching.com with the word SUBSCRIBE.

If you would be so kind to forward this to a friend - see below for an easy click to help you pass it on.

Life's a blast - go for the 2 EXTRA points!

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Be You. Be Real. Be the Best You can Be...Today!