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## I. Huddle Up -- Digging Deep For What Matters



*Meaning, purpose, and intentionality.* Many of us know the logical reason we do the things we do. But we don't know the purpose behind what we are logically doing day after day.

It is an important distinction I want us to drill down on this month. We've established our plans, goals, and action steps that fit into our strategies. But we haven't taken time to figure out *why* what we do really *matters*.

Do you know deep in your heart that what you do, and who you are, really matters? To who? For what? And really-*why*?

### Where Next-Level Living Begins

With the molasses economy, the opportunity to spend more time with people and on the bigger *why* of things is happening. Because there is more time and things are being pruned down to their essential parts, I find people are actually reconnecting and spending time on their relationships. I have had many people coming out of my past because there is time to re-establish our friendship and reconnect. The overall theme I hear is a deep desire to know the purpose of their life in the big scheme of things. There is a draw in this deafening economic silence to search for what really matters. I love this, of course, because this is where next-level living begins. What matters most to you? As a leader you need to know the answer to this question if you want to lead others well.

Think about it: If you only had one day to live, what would you do? What matters most? Well, today is the only day you have right now.

Relationships are the key. What you do for others is the only thing that truly matters in the end. As I mentioned, because things have slowed and gotten simpler, there is a space in our lives that opens up. Suddenly you can't medicate the relationship pain/gap with money, busy living, and success. This leaves an obvious space. Look at your own life, now that you have more time to think and feel. The holes you try desperately to keep hidden are probably exposed right now.

So now is the time to exercise your choice. You can feel the emptiness, address the source, and discover your purpose. Or you can find a new way to numb yourself with more self-medicating than ever before. Medicating

the gap is a protection we all use to some degree. If only we can come clean and admit it, we can be free to live our purpose.

### **What Well Are You Drinking From?**

Where are you getting your purpose, your joy, and your fulfillment? What is the name of the well you are drinking from right now? Every day you drop your bucket into this well-and up comes what? Remember, what you are drinking, you are becoming. And until you examine what is that well, you have no idea what you are depending on to bring you life. Is your well toxic? Is it intoxicating? Is it refreshing? Is it stagnant? Is it full of you? What is in your well?

I want to challenge you to name your well. This is an exercise! Do it! And then share it with me. I would love to hear what you come up with.

### **Digging a New Well**

After you to consider what well you are drinking out of, then either drink deeply-if it is the life-giving sustenance you are living for. If not, then let's dig a new well! Let's dig deep for what matters. NOW IS THE TIME. You have time. Everyone can make time right now to do the things that will pay off for the long run. Now is the time to invest in your personal growth so when the next boom hits you are strong, healthy, and confident that indeed you are living your life's purpose.

If not now, when?

*Shandel*

## **II. Pep Talk -- Monthly Quotes**

"If a man hasn't discovered something that he will die for, he isn't fit to live." - Dr. Martin Luther King Jr.

"Be ashamed to die until you have won some victory for humanity." - Horace Mann

"Only a life lived for others is the life worthwhile." - Albert Einstein

"The worst days of those who enjoy what they do are better than the best days of those who don't"- Jim Rohn

"What mankind wants is not talent; it is purpose." - *Edward G. Bulwer-Lytton 1803-1873, British Novelist, Poet*

## **III. MVP Award -- Successful People Living with Intention: Kelly Crumpley**



*This is such a fun story for me because Kelly and I have never met in person and yet she is so dear to me. We bonded over a few phone calls on how to help her navigate a communication program for a company where the leaders did not want to deal with the sources of their growth problems. This girl has it going on, I thought. After she left the company, we had an amazing conversation. I will never forget how she could go live her purpose, first as wife and mom yet follow her entrepreneurial dream. Humble, courageous, and bold - next thing I know she's an overnight success. That is what happens when we set intentions, remove blocks, and live with purpose. So proud of you, Kelly, and there is much more for you ahead!*

**Here's Kelly Crumpley**

Last February I took a position for a small mortgage company that was planning a major growth. When I got there, I realized that they had major issues to overcome before they could grow. Their morale was low, their sales were down, and the owners had created an environment of dependency and a no-fault way of business. It was above my experience level to lead a lasting change, so I resigned and was left with a decision...

I could go back to corporate America to work for the Fortune 500 company I had left just months prior. Or I could launch my own company, a business that I had been working on since 2001.

My husband and I have two children, and two homes, and the thought of starting my own business was frightening financially. Shandel and I had a conversation about commitment, support, and following core values that started a series of events that are actually quite amazing. Based on our conversation, my husband has been supporting me 100 percent. Here's what happened...

In May 2008, I incorporated and began working fulltime on my business, Bella di Terra Inc. I brought a professional spa product line to the market. In addition, I introduced a handcrafted, all-natural and organic, full-retail facial and bath and body line. The products stand out because I have both professional and retail; they have beautiful packaging; they are made with pure ingredients; and they are all handcrafted on an island.

This month I set up my new local storefront at the largest, most luxurious spa in my hometown. On a weekly basis, I am being sought out by spa owners across the country who have heard about my products. I am currently working to get UPC barcodes so that I can sell to larger wholesalers. And soon, I will be moving my home-based business to a larger facility.

Speaking with Shandel during this transitional time last year made the "impossible" possible. In my mind, it seemed that it would be a huge leap of faith with no safety net. Shandel helped "reset" my thinking into, *How can I do this? What do I need to do to make this work? What steps do I need to take?* Things started becoming clearer each day I worked at it.

Sometimes people underestimate the value of another's encouragement to live by their own values. To help them step back, evaluate their life, and feed the good things while eliminating the bad. It's satisfying to look back over the past year, even with a puttering economy, and see how successful this has been. Thank you, Shandel, for helping me be me.

*-Kelly Crumpley*

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## IV. Game Schedule -- Renew Your Life This Spring!



### Team Tune Up

*Manage Your Team in A Slow Growth Economy*

Workshop Flyer ...[check it out here](#)

Not only is CASH King in 2009 so are the **Right** people doing the **Right** things. A sad reality is part of reducing costs and expenses to increase your CASH this year may be a reduction in your staff. Learn how to use behavioral-intelligence to keep the **Right** people with the **Right** behavior and motivation doing the **Right** things. A strong, motivated team is needed to drive your company's sustainability in 2009.

#### Benefits:

##### **For the Leader:**

- Tools to help you acquire personal knowledge of your people, how they operate, what their skills are, what motivates them, whether they are optimistic or pessimistic, team players or loners.
- Find the people in your organization who take initiative and want to drive results.
- Discover which of your employee behaviors will determine (drive) your company's sustainability.
- Find out who on your team can execute with speed, urgency, and flexibility.

LIFE 301 next class starts April 16th.

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

Do you have a charged life battery? The Life 301 workshop is for those who have successfully taken on the basics in life and now seek the next level in which to excel. If you've attained a measure of success, yet find yourself at a personal or professional plateau, Life 301 is for you. If you find that practically every minute of your life is filled, yet you lack fulfillment, this workshop is just in time for you. Discovering and working from your personal values you'll maximize your potential to succeed in all aspects of your life. Are you ready, willing, and able to do what is necessary to experience such a life?

*Contact us today for more information or check out our Workshops page on [www.truelifecoaching.com](http://www.truelifecoaching.com)!*

[Testimonials and more details on Life 301](#)

## 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](mailto: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!

*Shandel Slaten*

Your Life Coach

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