



The Coach's Time Out

with Shandel Slaten



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I. Huddle Up - Forget Your Passion...Pursue Your Dream



Can we abandon the question, "What is your passion? Some people are completely clueless about their one passion in life. Others are simply passionate about what they are doing without a clear definition of what the exact passion is. And for those of you who do know your passion, I'd like to push you to the next level. It is time to think beyond passion to WHAT IS YOUR DREAM? For your dream determines your passion, your purpose, your motivation, and your very reason for existing...and the great news is....EVERYONE has a dream. And every company should have a dream as well.

In his book, *The Dream Giver*, Dr. Bruce Wilkinson weaves a parable about a guy named Ordinary from the Land of Familiar who always felt like a Nobody because he had not identified his big dream which would force him out of his comfort zone.

WHAT IS YOUR DREAM? What is the dream for your company? I posed this question to a CEO, "If you met all your financial goals and there were no obstacles in your way - what is your dream for Company X? What need would you like to see the profits and the people of this organization meet?" What began to pour out of him was huge and inspiring - much more attractive and intriguing than the vision statement posted in the lobby. I thought "My gosh, if the people in his company knew THIS is what he was about - their potential would be unstoppable!" It certainly would make hiring and retention easier!

Let's see if I can help you identify your dream. Before you throw out "retire to the sun or get married or have kids" - I'm talking bigger. What is unique about your dream is that it has its root in a need. A need in others to be exact. Your dream is a picture of a solution to a need that you are very attracted to and would like to see met. For example, I had a client who was a very successful marketing VP and when I asked about his dream he couldn't answer until I posed it as "What need, if it was met, would change the world?" Instantly, he replied - "That all children would be literate." That hit me from left field. Come to find out he had been a school teacher and loved it, but finances required him to be in the business world. I asked him if he would like to teach again and his voice perked up with an "Oh I would love to teach again." Because of circumstances, this was not possible at this time, so we put in motion a step that he would start living his dream by tutoring one child one hour per week. Now literacy would have never crossed my mind and yet of course that would help change the world. So now it's your turn to play.

What are you really good at?
What do you truly enjoy doing?

What need do you see in the world you'd like to see met?
What is your dream about that need?

Just think about it, if everyone was living their dream, doing what they do best, and meeting the need they were specifically designed to meet...there would be no more need. At the Dream Giver Coach training I attended last fall, Dr. Wilkinson said this profound statement: "When a person is in need...someone is not fulfilling their dream." You were designed to meet a need in the world and your dream is what you were meant to do and to be. In abandoning your dream to meet your own needs, you kill the main part of yourself. I have seen the most successful people, who seem to have everything on the outside, admit to me that a part of them is indeed dead and they are just going through the motions of life. HOW SAD!

It is time to go after your dream – the world is waiting for you!

If you are interested in learning more about your Big Dream read The Dream Giver.....if you are ready to begin your Dream Journey join me at the next Dream Giver conference March 26-28 . I'll be presenting on the Dream Assessment based on the DISC model. If you can't make it to the conference, consider hiring me as your certified Dream Giver Coach! How FUN!

[Click for more information on The Dream...](#)

II. Pep Talk - Monthly Quotes

"A goal is a dream with a plan and a deadline." - Harvey Mackay, author

"I slept, and I dreamt that life was all joy. I woke, and saw that life was but service. I served, and discovered that service was joy." -Rabindranath Tagore

"Find a purpose in life so big it will challenge every capacity to be at your best. " - David O. McKay

"Twenty years from now, you will be more disappointed by things you didn't do than by the ones you did. So throw off the bowlines, sail away from the safe harbor. Catch the tradewinds in your sails. Explore. Dream." - Mark Twain

"In the beginning the dream makes the person, but in the end the person makes the dream." - John Maxwell

III. MVP Award - Profiling successful people choosing balanced - James Wong



James Wong is a dear friend of mine whose evolving story continues to amaze and bless me. I met James through YEO in the middle of the big dot com boom where he was growing his second company. He founded it at the age of 24 and sold his profitable multi-million dollar business a short 5 years later. BTW, his first one was at age 19 with his dad and is still thriving today. Currently on his third start-up, James is this month's MVP because he so gets balance and I watch him live it. It has profoundly changed his life and those around him. James' company Avidian is all over the news right now with his new product Prophet - sales software for Outlook. Check it out www.avidian.com

Here's James...

As an entrepreneur my top priority in the past was to build my company. I would have, and in fact did, sacrifice everything to grow it. My family time, mental, spiritual, professional, personal it was all wrapped up into one massive professional life and at whatever cost I would build that company. In those five years, that is all I really knew and all that was motivating me was building a huge business. We were at the right place at the right time during the height of the dot com boom. In the world's view it was successful, made a profit, and employed many people, but three years later I see now it was probably mediocre at best. Mediocre, because we lacked the vision of the type of company we wanted to build and with the right guiding principles to build it.

With starting another company for the third time, this time around I wanted to create a company that had a vision and guiding principles as its foundation. What's different now as a result of the shift? Before when we interviewed people, we'd tell them "You are going to work your ass off here, you will probably have no life outside of work, but guess what here's what you can hope for: maybe in 3-4 years, you'll retire and be a multi-millionaire." Classic Dot Com promise and of course that model is no longer realistic and more importantly that model is not sustainable nor healthy.

I think the shift happened for me after I sold my company, I was determined to live a more balanced and fulfilling life. That was when I found my faith again. With my Christian faith I have found a more purposeful life and although life still has its challenges, I'm a lot more at peace with everything. Especially as an entrepreneur, it's really nice to give up control of the universe to someone who can actually do it better than I.

What I have learned is that a sustainable model is about balance. Serious balance personally, professionally, spiritually, and mentally. I am building a model and company that is able to sustain and be a great company which is part of our mission. Our mission at Avidian is to build a company that is able to attract, develop, excite, and retain exceptional people. That is how we define a great company, not by how much money we make, what kind of margin we have, but defined entirely by the people that are inside the company and how they feel about working at our company. If people are attracted to working with us, they are excited about what they are doing, are learning and want to stay here by choice, then we have fulfilled our dream of building a great company.

- James Wong

[Click here to link to Seattle Time's Article on James' Company!](#)

IV. Game Schedule - Upcoming Events

BE YOU CLASS How would you like to have more time, more energy, and be more of you really want to be? Hold your spot today for our Spring "BE YOU" Class. Beginning in April we will meet every other Tuesday Night. See below for a link to the class description.

March 25-28 I will be one of the presenters at the Dream Giver Conference. If you are interested in learning more about your Big Dream read The Dream Giver.....if you are ready to begin your Dream Journey join me at the next Dream Giver conference March 26-28. Check it out!
<http://www.thedreamgivercoachnetwork.com>

Women's Study Meets every other Wednesday Night. I hate to wait and it seems that I am always in need of "patience." Character is built in pain and then you see the fruit of it and then the fruit must be pruned and so on - It is a PROCESS! Learning to identify milestones along the way is both necessary and encouraging. The group is currently exploring insights and practical wisdom to let the process just be and learn to just be in it. Sounds awful doesn't it, just kidding, it will be GREAT, please join us for this free class. Email ss@truelifecoaching.com for more information.

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 click on the link below or send an email to ss@truelifecoaching.com with the word SUBSCRIBE.

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

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