



Point of View

Dear Marketplace Friend,

Halftime - the book - hit the shelves at Barnes & Noble back in 1994. Boomers were in their prime years - 30's and 40's - and many found themselves at the top of their game. Bob Buford's subtitle captured their eye: *Changing Your Game Plan from Success to Significance*.

What a change 1.5 decades can bring to a generation. *Success to Significance?* Before Boomers could fully define the difference between those concepts, a new experience - survival - came calling. What was once a Reality TV curiosity became a daily imperative. **Survival:** *the continuation of life or existence.* **Success:** *the attainment of wealth, favor or eminence.* **Significance:** *having meaning, influence or effect, caused by something other than mere chance (all from Webster).*

All three conditions could get you in the newspaper. Nary a day goes by without a sad tale of a retiree who had bet the farm on the S&P 500, only to find their funding for the future cut in half. Leisure as a way of life is joining glaciers as a remnant of our never-again past. No one reads those lost-it-all articles to the end... unless they believe they're on the cusp of the same tragedy.

Success sells better than **survival**. Tiger Woods came back to the PGA from his surgery just in time. Their audience was



dwindling until he rejoined the Tour; the Man with the Sunday Red Shirt (*his mom says it's his power color, for the closing day March to the 18th green*) has restored the fortunes of the professional par-shooters. **Success?** Tiger's the poster-kid, any way you slice (*or, hook*) it.

Significance? Those stories are far more infrequent, but when they hit the headlines, they stop the presses. Tony Dungy's name surfaced recently as the lead in **USA Today**. Don't tell anybody, but the now-retired (*at the young age of 53*) NFL coach was in *prison*, down in South Florida.

Most men in prison are there for **survival**; Mr. Dungy is there for **significance**. The first African-American coach to win the Super Bowl, he could have stayed in the **success** column for another decade, but he announced in January that he was voluntarily leaving the top spot with the Indianapolis

Colts to pursue other interests. Prison ministry can't match the \$5 million he was paid each year to coach, but it's not about the money for Dungy. *What gives, coach?*

In his own words, "Our young men today are falling into a trap. Society is telling them material success is what's important, but if we buy into that idea, we can spend a lifetime chasing that success and never really have the positive impact on people that would make our lives truly significant" (*from the press release announcing his new book, **Uncommon: Finding Your Path to Significance***).

Tony Dungy sounds a lot like Paul, as he described his move from Christian opponent to Christian proponent: "*If anyone else thinks he has reasons to put confidence in the flesh, I have more: circumcised on the eighth day, of the people of Israel, of the tribe of Benjamin, a Hebrew of Hebrews; in regard to the law, a Pharisee; as for zeal, persecuting the church; as for legalistic righteousness, faultless. But whatever was to my profit I now consider loss for the sake of Christ*" (Philippians 3:4-7).

Covey says that highly effective people "*begin with the end in mind.*" Paul would call it your *ambition*. Think of it as your own *North Star*: it's what you use to find your bearing. With the Recession of 2009 as your environment, what's your objective, today: **Survival? Success? or, Significance?**

Only one answer per customer; void where prohibited by lazy...

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