



# Point of View

Dear Marketplace Friend,

***Unfruitful Habits, Relationships and Assignments:*** last week, I suggested that you end 2009 with pruning shears in your hands, preparing to cut off the things - in those three categories - that are compromising your leadership effectiveness.

*How did you do?*

As I stood at the door this morning, waiting for S'bucks to open at 5:00, one of the "regulars" asked another, "Have you made your New Years Resolutions yet?" His answer: "No; have you?"

Richard is a mentally challenged man who lives in the neighborhood and hangs out under the green umbrellas, but he had his NYRs ready to go: "I'm going to forget the past, and I'm going to be a better person..." For Richard, that's great; for you and me, those may not meet the criteria for **Vision 2010**.

Most people who participate in the annual NYR sweepstakes buy a ticket (*they make a list*), but never "win the jackpot." *Why?*



It's because most resolutions fit into one of four genres: 1) *Things to stop*; 2) *Nebulous fantasies*; 3) *Visions without a plan*; and, 4) *Tactics without a strategy*. The hodgepodge that fills out most lists are evidence of the need for real leadership...

Leaders (*may I assume you to be in the Club?*) don't need a New Year to purge their manifests of habits, relationships and assignments, so #1 is ongoing housekeeping, not a NYR. Fantasies are bedtime stories for their little ones, so #2 is cut. But #3 and #4 move from pedestrian (*lacking inspiration or excitement; dull*) to powerful as they launch initiatives that have vision and strategy attached.

Here's one of your Life Coaches (*may I assume the position?*), checking in to give you a key piece of advice,

in case you run into Richard at Starbucks tomorrow: Come up with some key initiatives (“an act or strategy intended to resolve a difficulty or improve a situation; a fresh approach to something”) that will focus your energy toward a meaningful victory, attributable to your leadership.

Here’s an entry on my 01/01/10 NYI (New Year Initiative) list: ***Fund 1000 wheelchairs for the Free Wheelchair Mission by mobilizing personal sponsors for the Surf City Marathon on February 7.***

Fully-formed Initiatives have metrics, target dates and strategies that define the tactics that must be executed to assure the results. ***Metrics:*** 1000 wheelchairs (at \$52.00 each). ***Target date:*** February 7. Strategies include: train to finish, not to win. Use my Monday **Point of View** in mid-month to recruit supporters. Get a support team to back me up on Super Bowl Sunday (February 7th), & make it Super Chair Sunday for 1000 people in the developing world who cannot walk and cannot afford a solution.

Here’s the Coach talking: come up with one initiative in your **Personal Realm** (that’s your body, mind, soul and/or spirit), one for your **Family Realm** (relationships involving marriage and/or parenting), one for your

**Professional Realm** (career or financial, or the frequent overlapping blend), and one for your **Kingdom Realm** (things that will effect people for Eternity). Instead of “10 Resolutions,” nail down “Four Initiatives,” and be ready to share them when asked.

Those Initiatives are your first Dreams for the Decade. *Fantasies become Dreams... when you conceive a Strategy to achieve them.* They make take more than 12 months to achieve; they may be done by February 8th. Either way, they *focus your leadership and accomplish your purpose.*

By the way, expect to hear from me about January 25th: I’ll be looking for some friends to fund my Initiative: ***1000 wheelchairs for Super Chair Sunday, secured through me running the Surf City Marathon in Huntington Beach, California (my 22nd marathon in 32 years).***

Welcome to 2010! *By the way, what are your New Year Initiatives?*

Bob Shank

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