



*Legacy Leadership
Development Group*

November 1, 2009

Legacy Leadership Development

Group is growing! This month we have added two new team members! We would like to welcome Neal Hager our new Business Systems Director. Now retired from the corporate world, Neal brings an extensive background of Business Systems Development and IT Solutions. His career includes many successes which includes serving as CIO for AMF and most recently ER Carpenter. He has worked worldwide with his team of 235 + systems analyst in over 400 locations to provide superior IT solutions for his organizations. We would also like to welcome Rosemary Hager as our Manager of Finance. Rosemary brings 15 plus years of accounting experience to Legacy Leadership Development Group. Please join us in welcoming them to our team!

GOALS - The purpose toward which an endeavor is directed; an objective.



"It is more important to know where you are going than to get there quickly. Do not mistake activity for achievement."

-Mabel Newcomber



Make Greatness Your Goal! - Chris Widener

If greatness is your goal, whether in your business life, your personal relationships or your own personal growth, here are some guidelines to get you on your way. Greatness is possible! You can achieve the goals you set for yourself and you can make a difference in your own life and those who live and work around you! Set greatness as your goal! Here's how:

Identify greatness for yourself. While there are some basic generalities that most people would consider great, there are broader definitions of greatness, ones that each individual sets for him or herself. For example, most people would consider Mother Theresa great while only some would consider Donald Trump great. Helping humanity is a broad generality while building a real estate fortune isn't. So what you need to first do is ask, "What does greatness look like for this company, organization, family or for me?" From there you can develop values and a mission statement etc. But if you don't first identify it, you'll never reach it.

Maximize targeted end results. As Covey says, "begin with the end in mind." What end results do you want. Be specific. Come up with all of

them. Maximize them. Leave no stone uncovered. Set out for yourself all of the goals or end results you must hit in order to reach greatness. Write them down, memorize them and distribute them broadly (if doing this for a group). Maximize your targeted end results!

Make distinction your endeavor. What is the endeavor of the great? Usually it is to distinguish them from the average. They seek to rise above the rest by the quality of their product or service. Everything goes toward the goal of making themselves distinct from the run of the mill. That is their mission. And in doing so, they make themselves great!

Map your effort thoroughly. The three most important words in real estate are "location, location, location." In reaching a goal, the three most important words are "plan, plan, plan." Okay, "execute" and "persevere" work too, but go with me here! Too many people wish they would achieve something but never write down a plan for getting there. When I want to go on a long trip I don't just wish to get there. I plan on how to get there. I get a map, I figure out distances, times etc. Map out your goal thoroughly. This will help you achieve greatness.

Regularly take time for regeneration. Achieving greatness is hard! You will care more, work harder, and take more lumps and setbacks than the rest. So you will need to take time to regenerate so you can fight again another day. Your body needs rest. Your mind needs rest. Your emotions need rest. Your spirit needs rest. I firmly believe that a person who rests well can do more in less time than the one works without setting aside time for regeneration. You may be able to reach goals without rest, but somewhere along the line, you will fall harder and longer if you aren't regularly regenerating yourself. So take your vacation time this year!

Have a strict evaluation process. Every plan and goal needs an evaluation tool. And it should be a strict evaluation process. This is how you objectively decide whether or not you are proceeding toward your goal. If you have the right evaluation tool and you look six months into it and you aren't hitting the goals, perhaps you need to change the goal or the way you are going after it. The evaluation process is not to be underestimated in its importance!

Take somebody else with you. True greatness is not individual. The one who becomes great spreads the reward of greatness around. Incorporate many people into the plan and let them eat of the fruit of success. I live in an area that has literally thousands of millionaires created by a company that had a vision of greatness. And while yes, they experience the reward, the rewards then go out many levels through the whole community, from businesses that support our community to non-profit groups, churches, and schools. True greatness blesses those many levels away.

Learn to party! Party? Yes! What good is greatness if you can't enjoy it? And not just the final destination but also the entire journey. Be sure to stop along the way and relish in your movement. Celebrate small and large victories. This keeps the spirit high and the big money rolling! Spend the money, buy the food and blow up the balloons – it's time to celebrate!

