



## Corley Hanson Associates Newsletter **Making Your Business a Team Sport!**

August 2006

### Greetings!

It's the end of the summer. . .what's on your horizon? What do you see?

In this newsletter, we are going to focus on vision because it is a perfect time to laying out your five year vision. If you were wildly successful at the end of five years, both personally and professionally, what would be happening? It's a question we should all ask ourselves and revisit periodically. There are some exercises in this newsletter, a wonderful poem written by Will Corley around creating your personal vision to provide some inspiration.

Here's to you and your vision.

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### Creating a Vision for Life

When you travel to an unfamiliar place, do you often use a guide or a map to figure out where to go? If you are planning a trip to Europe and you want to end up in Paris, when you land in London, do you develop a strategy for how and when you are going to get to Paris? Usually, visions and action plans are one of the most important ways that we can ensure that we get where we are going. We need to create a vision for what it is that we want.



The same premise holds true in life. Whether you are designing what you want out of your life and figuring out a plan to get there, or whether you are designing what you want out of your business and developing a business plan, it is the vision and the planning that will make the reality show up.

In the book *A Simpler Way*, Meg Wheatley and Myron Kellner-Rogers say, "Whether we are beginning a relationship, a team, a community organizing effort, or a global corporation, we need together to be asking: What are we trying to be? What's possible now? How can the world be different because of us?"

It is so important that we are clear on our purpose in the world, what is the impact that we want to have, and what is the vision we have of the life we want to create. Often times, we go through life believing we are not really in the driver's seat. When we get new contracts in our business, even though they may not be the types of work that we would really want to be doing, we say yes, because it's business. In our life, when things happen to us that move us in a certain direction, sometimes we flow in that direction, even though it may not be where we truly want to head. Creating visions and knowing those values and the purpose behind it makes for a solid path to a juicy reality.

### **Exercise: Five Year Vision**

This month we met with a group of very high level managers from a major media company. Their task--- to create a personal and business vision---five years from now. It is an important activity for people leading people.

Create your vision---five years from now. Answer the following questions as if it is already 2011.

1. Describe life five years from now.
  - o Where are you living?
  - o What's happening that excites you?
  - o What do you spend the most time on?
2. Five years from now as you look back, what have been your biggest contributions to your work?
3. It's 2011, what's a typical day like for you?
4. Five years from now, what are people around you saying about you?
  - o How do they describe your work?
  - o What does your family say?
  - o What do your colleagues say?
5. To get to where you are in 2011. . .what skills have you built?

### **Book Review: A Whole New Mind, Why Right-Brain Will Rule the Future**

*by Daniel H. Pink*

Daniel Pink provides compelling argument for how the right brain skills are and will be playing a bigger role in business and our world. He makes it clear that it is only through the synergy of both sides of our brain will we solve today's problems. He states here the sea change we face and what is at the heart of this book.

"A change of such magnitude is complex. But the argument at the heart of this book is simple. For nearly a century, Western society in general and American society in particular, has been dominated by a form of thinking and an approach to life that is narrowly reductive and deeply analytical. Ours has been the age of the "knowledge worker," the well-educated manipulator of information and deployer of expertise. But that is changing."

"High concept involves the capacity to detect patterns and opportunities, to create artistic and emotional beauty, to craft unrelated ideas into something new. High touch involves the ability to empathize with others, to understand the subtleties of human interaction, to find joy in one's self and to elicit it in others, and to stretch beyond the quotidian in pursuit of purpose and meaning."

He provides vivid descriptions and practical ways to develop the "six aptitudes or six senses" these being fundamental abilities that everyone can master. (Design, Story, Symphony, Empathy, Play and Meaning). This book is well worth the investment of your time.

## Vision: The Poem

Five Year Personal Vision  
Speaks to what you see  
Creates energy others  
Long to see

Takes you out of the day to day grind,  
circumstances  
Into what is possible.  
It takes you offline  
Into tomorrow  
Providing guidance  
Where others say  
We don't have the time

Provides a sense of purpose  
A five year vision that stretches  
Stretches you  
Stretches others  
Start here  
Born out of  
Bound by  
What you can imagine  
Out of reality  
Where energy is found  
A five year vision  
Provides a launching  
Pad for what passion  
Is in you  
Notice how others  
Discover the passion  
Too

*By Will Hanson*



## Movie Review: Invincible

This is a feel good sports movie starring Mark Wahlberg as Vince Papale, the real-life guy from South Philly who tried out for the Philadelphia Eagles and made it. It is an inspiring story about a new coach of the Philadelphia Eagles, Dick Vermeil (starring Greg Kinnear), who went with his gut and risked his job to reverse the losing ways of a team who had come to accept defeat.

It's a great reminder to all of us that risk taking is extremely valuable. . .even when others try to discourage you.



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