



## GOAL GETTERS



I am terrified of snakes. When I was growing up on our Kansas farm, my mother would instruct my siblings not to tell me about a snake-sighting—because knowing that a slimy critter had been spotted was enough to keep me indoors. This phobia is so extreme that it limits where I'm willing to go. Recently, following knee surgery, I set off with a friend on an early-morning walk. We were chatting when suddenly, dead ahead, I saw something sinister begin to coil. I screamed, "Rattlesnake!" and then began the fastest exit ever seen by a middle-aged woman recovering from knee surgery. Many things today make us flinch—distractions and deceptions may trap or derail us. We must be wise, note how others have managed similar challenges, and refrain from shrinking in the face of adversity.

—Sheri L. Dew, CEO of Deseret Book Company



One big reason why we don't plan ahead is the fear of commitment and its close cousin, fear of failure. It is okay to think about what we need to do to achieve something, but if we make definite plans and put them on paper, we might fail. The twin fear of commitment and failure is actually one of the strongest evidences of the power of preparing a written plan. I know of no better way to succeed than to make a realistic plan, and let that plan be the motivating force to carry the task through to completion. The difference between a dream and a goal lies in writing your plan down and turning your plan into action.

—Hyrum W. Smith, Vice Chairman of FranklinCovey Company



My mother was one of the great optimists of all time. We were very poor, but I didn't know that. Even though we lived in a tenement, my life was idyllic. My mother was afflicted. I was born while she was bed-ridden. Doctors told my mother the only way she could ever

walk again was to have another child. She didn't understand why. After all, she'd already had three children and her youngest child at that point—my sister—was eight years old. Then she had me. And behold, my mother walked. She was a great believer that everything was *beshert*—blessed by a happy fate. She would always find a bright side to things. She would rationalize events to their best possible result. I grew up believing, perhaps foolishly, that there's a bright side to everything. With that attitude, there's nothing that really can't be overcome.

—Bernie Marcus, founder of Home Depot



When I was fired from Salomon Brothers, they had scheduled someone to come in that afternoon to talk with me about my life after Salomon. I said, "Do you mind if I don't waste my time?" I then drove away upset. Nobody likes being pushed out. But, you can't feel sorry for yourself. When you see that happening, you have to say, "Stop it right there! I'm not going down that path. Here's where I am today. What do I do next?"

—Michael Bloomberg, mayor of NYC



One day in 1989, Jack Canfield and I decided to do a book of heart-touching stories. We discovered a formula called *Chicken Soup for the Soul*. We saw that the soul of America was in pain. We wanted to comfort it. It was a noble notion, but we got rejection notices from 33 publishers. Even our agent told us that it "would never sell" and fired us. But we persevered. We got turned down by 134 more publishers. Finally, a small publisher in Florida called us and said that he thought it would sell. I was convinced we could take this rocket ship to the moon. And we did. We are now the worldwide bestseller of books. Whenever someone says "no" to you, you have to shake off rejection by saying "next."

—Mark Victor Hansen, coauthor of *Chicken Soup for the Soul*

## PersonalCOACH



### Be Genuine Spread your influence.

by John L. Clements

SUPPOSE THAT YOUR CHARACTER IS LESS ATTRACTIVE than you'd like. You can either continue a charade and be a hypocrite; or you can decide to "be true to yourself."

Zig Ziglar coined the saying: "You've got to fake it before you make it." In other words, "Do what the hypocrite does; but don't stop where the hypocrite stops." The hypocrite, you see, is quite justified in adopting a mask of respectability. His fault lies in not striving to make it real.

Personal influence radiates from *the real person*; whereas an unreal persona exercises personal manipulation. That's the difference.

Personality-disguises are, by definition, inauthentic, disingenuous, and self-defeating. Even the best public orator will be unconvincing if he does not believe his own message. Yet a lightweight or unskilled speaker can have an audience hanging on his every word, as long as his *meaning* carries weight.

Imagine a conference where a world-class actor is hired to inspire the delegates with his reading of the 23rd Psalm. Every word, syllable, intonation, and sibilance is rehearsed, and his delivery is flawless.

Now imagine the reader is an 80-year-old woman, small and frail. When she starts speaking, her untrained voice quakes. She struggles with longer phrases, pausing to breathe in strange places and squinting in the lights.

Which speaker would move the audience most? Well, we might say it depends on who's in the audience, and what their expectations and motivations are. But, to listeners with an ear for authenticity, the actor delivering flawless lines can sound too pristine, whereas the old lady's voice, might resonate like a vintage recording: a soul expressing the spirit of the composer!

Now, it can be difficult to see soul-deep authenticity. The technical perfectionist may be admired, but the sound of the authentic soul will please the listener's ear longest. Words that come straight from your heart of hearts speak straight to the hearts of others.

So it's useless to preach unless you are the sermon. Eventually you must *live your meaning*.

If you hope to have a good influence on others, you have to formulate yourself into an appealing *character*.

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**ACTION:** Be true to yourself.