

A new community that connects people



Over the past year at The Strategic Coach®, we've been conducting a unique experiment. While just in its infancy, this project has already educated us tremendously about a new way to help people create value in their personal and professional lives. The project is called The Goal Cultivator Community™, and over 2,000 people from around the world are now involved — a number which continues to grow every day. The Goal Cultivator™ started as a concept in The Strategic Coach Program™ over two years ago and evolved into a quarterly subscription series. Accompanying "Facilitator's Guides" and support materials allow people inside or outside The Strategic Coach community to easily start and facilitate a quarterly discussion group (a "community") around this unique approach to goals.

The very positive and heartfelt feedback we've received to date from Goal Cultivator facilitators who have hosted their first groups demonstrates that people are hungry for opportunities to deepen their relationships with the key people and communities in their lives, and that they're grateful to have a structure to get them over the obstacle of how to get started. Participants report that sharing their goals and vision with others has helped to strengthen both the power of those goals and their confidence in their ability to make them real. Facilitators have also found that bringing people together to have a meaningful discussion around what's most important to them is rewarding in unexpected ways. It's something that doesn't happen often enough in most people's lives, and though it requires a bit more work on everyone's part than would an evening of passive entertainment, the rewards are astonishingly greater for all. The principles that are making Goal Cultivator communities so successful are simple, but they can easily fall by the wayside amidst the everyday complexity of life. That's why we've chosen to focus this issue of Strategic Seasonings on how to increase the meaningful contact you have with others and experience the benefits of these connections in all parts of your life.

Strategic support helps realize big goals.



Strategic Coach participants helped Brian raise \$14,500 to purchase over \$1 million in medical supplies — enough to fill two transport trucks — for Belarusians who still suffer the effects of the Chernobyl nuclear disaster.

Presently completing his fifth year of The Strategic Coach Program, Brian U'Ren knows the meaning of "big goals." He's connected with a community in need halfway around the world to create a wealth of meaningful new relationships.

It was in 1999, during his second year of The Strategic Coach Program that Brian got a big a wake-up call. "I was overweight, working 60 hours a week, and never saw my family. Then I found out I had a problem with my heart, and it all clicked!" Brian realized things had to change. "The Strategic Coach had been telling me that there was a better way, and I finally decided it was time to start applying what I'd been taught." With his health and business back

on track, Brian found himself with much more income and free time on his hands. Now he was ready to make a powerful difference that would expand well beyond his business. A friend had just returned from delivering a suitcase of medicine to the radioactive contaminated zone in Belarus, the result of the Chernobyl nuclear disaster. Brian was inspired, and started making the trips himself.

After three trips, Brian felt the urge to do even more. He was horrified to learn that a staggering number of orphans in Belarus kill themselves or wind up in jail before the age of 17. He looked to The Strategic Coach for help in figuring out what he could do to make a difference. Using concepts like The Strategy Circle® and The Experience Transformer™, Brian identified all of the obstacles he had to overcome and developed strategies to make his plan a success. With strategies firmly in place, Brian created the "Orphan Education Program." Currently, 45 orphans are attending University through this program.

Brian's success has led him to even bigger challenges. To date, he has helped organize the hand-delivery of 59 transports of medical supplies directly to Chernobyl victims, working with administrative expenses of less than one percent. By December 31st, 2003, he hopes to create a team that can help him raise \$150,000 (CDN) for Canadian Aid for Chernobyl. By raising this

amount, he will be able to buy \$15 million worth of wholesale medical supplies, making this the world's largest-ever medical supply shipment to Chernobyl victims.

Travelling to Belarus and running the program has been a daunting task. "It was like I went back 40 years," Brian says of his first trip. "It was dark and deplorable. There were no toiletries, not a sufficient amount of clothing. People had to walk four kilometers to take a bath. I broke down and cried."

Support from his family and fellow Strategic Coach participants, George Goulet and Teresa Easler, has been essential in keeping Brian focused on his plans. "My participation in The Strategic Coach Program helps me envision endless opportunities. With a donation of \$10,000, I feel confident I can turn it into almost \$1 million worth of medicine."

Keeping others involved in his goals has maintained Brian's motivation and given him the courage to do more than he ever imagined. "At the end of the day, with support from my family and friends, I know anything is possible."

Brian hopes you'd like to help in supporting his goal of sending the world's largest medical supply shipment to Chernobyl victims. For more information, contact him at 1.613.342.7018.

About The Strategic Coach®

The Strategic Coach Inc. provides lifetime focusing programs for successful entrepreneurs. The programs have helped over 8,000 participants from 60 different industries worldwide to work less, make more money, and do more of what they love in all areas of life. The Strategic Coach® also publishes books and audio sets by founder, president, and coach Dan Sullivan. These Knowledge Products™ have been developed over the past ten years within the context of The Strategic Coach Program™. They include *Ten Freedoms Of The Smart Entrepreneur™*, *The Strategy Circle Software™*, *How The Best Get Better™*, *The D.O.S. Conversation™*, *The 21st Century Agent™*, *Always Increase Your Confidence™*, *The Goal Cultivator™*, and *The Great Value Creator Escape™*. For more information, visit www.strategiccoach.com.

Entrepreneur seeks experienced assistant. Mind reading an asset.

Wouldn't it be great if the people who work with you could anticipate your every need? What if their goals and efforts were so aligned with yours that as soon as you identified a danger or an opportunity, they came up with ideas and solutions that fit perfectly because they'd already been thinking about the same things? Certainly this is an ideal, but it's one that provides a great focus for goal setting. The entrepreneurs who come closest to achieving it are those who share their vision for the future of their company with their teams.

Sharing your vision may seem like a natural thing to do, but in reality there are often obstacles that get in the way. When you're busy struggling to capture a multitude of opportunities, put out fires, and hold everything together at the same time, communication about the bigger picture may fall to the bottom of the priority list. And even if you've got the time, you may think that your team won't understand or want to know, or that thinking about the bigger picture has little relevance to their roles.

If you're not sharing the big picture frequently and vividly with your team and using it to collectively set goals and create strategies, you may be depriving yourself of a big source of support and confidence — and a big opportunity to leverage your results. Here are four great benefits of sharing your vision:

1. Alignment

Bringing your team on board creates alignment and energy. A shared vision is a great catalyst for teamwork, especially when you allow team members to use their unique talents, skills, and capabilities to create and

implement the plans to get there. If someone has difficulty supporting this vision, be honest with yourself and with them. The vision may need some adjustment, or it may be a sign that the person is better suited for another role, or another company.

2. Direction

Your vision helps your team members by giving them a track to run on. It focuses them on a path and a set of common goals. People always do things for their own reasons, but if you provide them with direction on the results you're looking for, you allow them to align their agendas with yours. With a view from above, they are able to be strategically proactive in planning for the future instead of merely responding to issues as they arise.

3. Clarity & Confidence

If you have doubts about your ability to clearly communicate your vision to your team, or if it isn't completely clear in your head, sharing it with someone you trust on your team can help clarify it and translate it into something others can look to for guidance. By asking you questions to clarify what they're hearing, a key team member can help you get even clearer and more confident that what's in your head can become a reality. And in the process, they'll get excited about it too.

4. Accountability

When you share your vision for the future, you deepen your commitment to making it happen. Discussing plans begins to make them real and creates accountability. With a team of people aligned about the future they're building and sharing in the responsibility for making it happen, you'll greatly increase your chances of reaching your goals.



The Goal Cultivator™ Quarterly Subscription Series

Goal Cultivator: Someone who is committed to a lifetime activity of planting, growing, and harvesting endless crops of enjoyable, useful, and valuable results in his or her life.

Goals can be much more than a simple planning tool. When cultivated, goals turn our lives into fascinating schools and transform who we are.

Each of the quarterly modules in *The Goal Cultivator* series deepens your understanding of goal cultivation, and helps you cultivate your own goals through powerful, thought-provoking exercises. Goal cultivation creates an integrated life of ever-growing achievement, learning, and enjoyment.

One-year subscription (Issues 1 to 4, delivered one per quarter over one year) \$100US/\$125CDN. Each issue includes one booklet and two audio CDs.

Also available is a one-year subscription to accompanying Facilitator's Guides. For more information, call 1.800.387.3206 or 416.531.7399 or visit our new online store at www.strategiccoach.com.

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Sharing vision:

- Making big goals real.
- Does your team need E.S.P.?
- What is a Goal Cultivator?

The Habit of Goal Cultivation

Goal setting is one of the mind's greatest abilities. It allows us to express our internal purposes in the external world. Yet, for many, goal setting remains on that list of things we'd like to do but never seem to get around to. And while we may be in the habit of setting goals in certain areas or at certain times of the year, very few of us ever take the time to set goals to guide many of the most important aspects of our lives. *Goal cultivation* offers a different approach to goals that allows us to get the most out of this capability in every area of life.

Most people think of goals as objectives to aim for — "I want to lose ten pounds," for instance. Goal cultivation doesn't replace goals, but takes them further, giving them a larger context. As a Goal Cultivator, you develop a lifelong habit of planting, growing, and harvesting enjoyable, useful, and valuable results in all areas of life.

Beginning to operate as a Goal Cultivator involves creating goals for every aspect of your life. Continue to use goals for those ten pounds or next quarter's crucial results, but also develop goals for the other things you value, such as your relationships, personal development, or building the legacy you want to leave. Anything that keeps you striving and engaged in life will contribute to your understanding of yourself and your wisdom about how it all works. Your ability to realize your ideas will grow stronger and work faster. Your best results might even be unanticipated by-products that lead to new goals.

Over time, the process of goal cultivation ultimately becomes more important than any one result. Every goal you seek changes you as you stretch yourself to reach it, assuring a life of continued learning, growth, awareness, and achievement.

Please note: The Strategic Coach Toronto and Chicago offices will be closed for our annual summer shutdown from August 25 through until September 1, 2003, re-opening on September 2. We wish you a prosperous summer with lots of rejuvenating Free Days®!

The Strategic Coach 33 Fraser Avenue Suite 201 Toronto ON Canada M6K 3J9
 Fax: 416-531-1135 E-mail: info@strategiccoach.com website: www.strategiccoach.com

or 416.531.7399

1.800.387.3206

For more info

If your address correct? If your current name or address changes, please notify us by phone, fax, or e-mail.

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