



Beyond Endurance

Hello,

If there is one character trait that many need right now it's endurance. Economic hardship poses enormous tests. It takes real strength of character to endure and come through fighting. But just how do you build resilience? What fuels you when the going gets tough?

Fighting Fit

I spoke at a business conference last month entitled 'Fighting Fit 2009'. It was heart breaking to witness the burden of worry and stress that many business owners were facing. However, I still hold the belief that regardless of whether the economic environment is abundant or scarce, we all have a choice over our attitude towards the situations we find ourselves in... and therefore the choice to endure, survive and later thrive.

My belief comes from experience. Google images of Easterhouse in Glasgow in the 70's and you'll get an idea of where I spent my formative years. But there is something vital that we need to help us along the way...

Passion

I'm not really a boxing fan however there is a phrase that really struck me when I watched Million Dollar Baby:

"If there's a magic in boxing, it's the magic of fighting battles beyond endurance, beyond cracked ribs, ruptured kidneys and detached retinas. It's the magic of risking everything for a dream that nobody sees but you."

To endure hardship, we need something meaningful and inspiring to hold onto. I often ask people why they set out in business in the first place. It concerns me when the only answer seems to be to build or take over a company and then sell it for loads of money. Money as the primary motivator is unhealthy. We are all too aware of the consequences of such motivation within the financial sector. To thrive and grow, we all need a purpose and passion beyond money.

Running your own business is a long and at times very difficult road. Without real passion driving you, in my view it is virtually impossible to endure when the going gets tough.

Vision

Passion is fueled by vision. Too many companies have lifeless vision and mission statements hanging on the walls that no-one can articulate or really believe in.

If you're going to have a vision, then give it a pulse!

Now here's the step most people miss. Before you create the vision for your company, you need to create a vision for yourself. If you don't know what you stand for and what you hope to achieve or create personally, how can you create a vision for your company that holds meaning and that will motivate and inspire? Difficult times present an opportunity to stop and re-evaluate why you're in business and what your company represents for you.

Exercise: Personal Vision Statement

Here's an exercise that I use in my Eye of Leadership workshop to help people create a personal vision statement.

Take some time alone to quietly reflect. Think carefully about what really matters most to you, what do you stand for, what are your values? This is your 'Core Ideology'. Then ask yourself, what do you aspire to become, what do you hope to achieve and create? This is your 'Envisioned Future'.

Now put your statement on a postcard. It needs to be short and memorable. If anyone asked you what it is, you should be able to tell them without notes. Share it with people whom you trust and who support you. Ask them if they are convinced of your commitment to your vision statement. Do you sound sincere and energised by it? If not try again. Keep going until you really feel it has life.

Finally, dare I say cue 'Eye of the Tiger'... create your vision, refuel your passion and come out fighting ... with cracked ribs, ruptured kidneys, detached retina and all !?!

Leadership Programmes

Developing leadership from within is the foundation of all of my work. My 1-1 coaching programmes are **progressive** and **uniquely tailored** to individual needs. Going beyond conventional theories of leadership, inner development is taken to a radically different level.

...find out more at www.juliettelee.co.uk

Funding Available

You could receive up to **£1,000*** funding for development programmes. I am working with the government initiative Train to Gain, where £1,000 is available if you are a CEO, Managing Director, Owner Manager or Senior Director.

*Subject to eligibility criteria.

Your Views

As always, I enjoy hearing your thoughts and comments so please do get in touch. All of my contact details remain the same.

Warmest,



Wise Words

"To make a fighter you gotta strip them down to bare wood."

Eddie Scrap-Iron Dupris

Million Dollar Baby

Recommended Reading

Outliers - The Story of Success

By Malcolm Gladwell ISBN 978-0-141-03625-0

Outliers will change the way you think about your own life story, and about what makes us all unique.

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