



Developing Goals, Focus and Leaders

Winning Ways

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Winning Ways

Developing Goals, Focus and Leaders

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This copy of *Winning Ways* is a gift for you from *Winning Ways, Inc.* We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want! Call Joan Fletcher 703-273-9299 today. We are committed to helping you achieve your goals.

Winning Ways NewsBits

Joan will be speaking March 24th at Jammin Java in Vienna on "Three Winning Secrets to Sales." To register go to www.vtrcc.org.

Randy Taussig and Joan Fletcher will offer the popular "Taming the Follow up Beast" workshop again on May 2nd at the Tower Club. Watch for details on this event... the last workshop sold out within days!

Sales seminar dates and Goal Setting sessions are being set for the spring. Register at www.winningwaysinc.com

Out of the Box: Daring to imagine a life you'll love

Meet Alice, Caroline, and Liz, who are attending their 10-year college reunion. All three were English majors, and graduated in the top ten percent of their class. They knew each other in school, but have since lost touch. Alice finished a joint MBA/law degree just a couple of years ago, and her new business is off to a promising start. She works long hours but is passionate and excited about overcoming each new challenge that comes her way. Caroline tried a couple of jobs after college, found she hated being in the same place every day, and made it her goal to make her living as a travel writer—which she is now doing. She lives out of a suitcase half the time, is in a new city every month, and writes great articles about all the different foods, sights, people, and places she gets to visit. Liz got married a year after college, and is currently devoting her full time to homeschooling her two children. She is astounded at the way their minds blossom, and loves coming up with creative ways to make learning exciting and fun for them.

Which of these three women has the better life? Most people, on consideration, would say that none of them is inherently better than the others. Each woman is happy and fulfilled as she follows her own goals and desires. But many of us have ingrained ideas about which, out of the vast array of options open to each of us, is the "better" choice—ideas passed to us from our parents, our peers, or our cultures. We might acknowledge intellectually that many different lives, many different career and goal patterns, are equally valuable, but still feel a sense of guilt if we so much as think about stepping off the path that the voices of others have directed us to.

Or perhaps it's not prior expectations that hold us back; perhaps we know what we'd really like to do, but feel that it would be impossible ever to reach it. Perhaps we're held back by lack of education, or lack of money, or choices we've already made that seem to lock us into one path. We feel we have no choice but to settle for a life less than wonderful.

Both expectations and circumstances can be powerful constraints, holding us back from pursuing a life we'd truly love. They put an invisible "NO!" label on certain ideas that we might have, certain paths we might take. Gail Blanke, in her book *In My Wildest Dreams*, talks about it this way: "Most of us live in a box that keeps us where we are. Though the box is in some ways a coffin that buries us alive, it's usually comfortable. We know it. It protects us from all sorts of dangers. It's like a house we inherit from our parents and grandparents, constructed from ideas about how the world is."

The box feels safe, because in it we know what to expect. We know what is possible and impossible, we know what is acceptable and unacceptable. If we stay in our box, and fulfill the role it gives us, at least we know we're safe from any major defeat or major rejection.

One of the scariest things in the world is hope. Not hope as in a wishful belief that someday things will be better than they are now, but strong, specific hope for some particular dream to come true. If we feel pretty confident that the hope is likely to come true, or if we feel able to control whether it does or not, it's not so bad... but what about hoping for something that you

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want desperately, and can barely believe it's possible? That's scary. It's much safer to just dull down our hopes, convince ourselves that we don't really want the impossible thing, that we're perfectly content with the way things are. Once you admit to yourself that your life *isn't* everything you want it to be, you're faced with the overwhelming, terrifying question: what if it never changes?

Daring to hope is the first step in breaking out of the box. It's the step

that allows you to dream freely about what you'd really like to see your life become. Once you remove the invisible "NO!" labels from certain ideas you might have, you are free to explore what your truest, deepest passions and commitments are. You are free to imagine a life that would be exciting, challenging, and fulfilling for you, a life you'd delight to live. And then—as you imagine, as you clarify your dreams, as you talk to others and begin to explore how to make your dream life a reality—that's where the fun begins!

A great way to keep your brain actively engaged in dreaming is to keep a dream inventory. Here are some tips:

- 1) Use whatever kind of journal works best for you—a spiral bound notebook, a file on your computer, a box of index cards, anything you like.
- 2) Start off by spending about ten to twenty minutes in your inventory each week and just "free write" all of the things you dream about doing in your life.
- 3) The list should include tangible things – new car, new kitchen, travel to a far away place – and it should also include intangible things like "be known as the best grandma", "inventor of something".
- 4) Remember that dreams are not goals. You won't work on accomplishing all of them – you will work on accomplishing the ones that become your goals.

Dreaming is important to achieving all of the things you want to achieve in your life. It is also fun to have a record of your dreams! Good luck and sweet dreams!



Who We Are and What We Do

Joan Fletcher launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

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