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PURPOSE, POTENTIAL & PERFORMANCE

C.R.E.A.T.E. C.H.A.N.G.E.

March 2011

"Be willing to give that extra effort that separates the winner from the one in second place."

H. Jackson Brown Jr.

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The Theme for 2011's **Power Choice**© CREATE CHANGE
~April = Assert

How much effort are you willing to exert to get what you really, really want?

In this month's issue, we intend to provide you with some tips and tools for work, relationships and life that can help you exert optimal effort without unnecessary stress and strain.

Effort

Source: **The Free Dictionary** by Farlex

1. *The use of physical or mental energy to do something; exertion.*
2. *A difficult exertion of the strength or will.*
3. *A usually earnest attempt:*
4. *Something done or produced through exertion; an achievement:*

"We forget that every good that is worth possessing must be paid for in strokes of daily effort."

William James

"Construct your determination with sustained effort, controlled attention, and concentrated energy. Opportunities never come to those who wait, they are captured by those who dare to attack."

Paul J. Meyer

"Great effort springs naturally from a great attitude."

Pat Riley



**Make an Effort to
CREATE CHANGE**



Make the Effort to Stick With It!

Laura Novakowski

"There's no ceiling on effort!"

Harvey C. Fruehauf

Elbert Hubbard once asked, *"How many a man has thrown up his hands at a time when a little more effort, a little more patience would have achieved success?"* This quote caused me to do some research into individuals that have overcome daunting challenges.

Leonardo Da Vinci is believed to have suffered from learning disabilities such as dyslexia and attention deficit disorder.

According to www.gadgets-gizmos-inventions.com/Leonardo-Da-Vinci-invention.html,

"Leonardo had over 13,000 pages of notes by the end of his life - some of course outlining his many inventions. ... Da Vinci inventions covered many different fields - from military applications to flying machines, from "robots" to clocks to automobiles."

In spite of, or perhaps because of these challenges, Da Vinci exerted a tremendous amount of effort and discipline to establish himself as one of the leading analytical, creative and visionary geniuses of all times.



Ludwig van Beethoven by the age of 20 had lost most of his hearing. One story tells that his hearing loss was secondary to tinnitus, possibly caused by his repeatedly dunking his head in cold water to stay awake. He was almost totally deaf when he performed his **Ninth Symphony**. He could not hear the applause and when he turned to see the standing ovation, he wept. Although he could not hear, he continued to compose allowing vibrations to guide him.

Marlee Matlin received the *Best Actress Academy Award* in 1986 for her debut performance in *"Children of a Lesser God."* Ms. Matlin, deaf since the age of 18 months, serves as an advocate and role model for the deaf. Through her efforts, more and more individuals challenged with disabilities are being recognized and rewarded for their discipline and talent.





This list could go on. **Christopher Reeves**, well known for his role as **Superman**, exerted tremendous effort to serve as an advocate for research in spinal cord injuries after becoming a quadriplegic. How many of us are willing to display the discipline and courage it takes to talk while on a ventilator?

Both blind, **Ray Charles and Stevie Wonder** were Grammy Award winners known for their prowess with Rock N Roll, blues and soul music. What kind of effort must it take to play music without seeing a note or the keys of the piano?



Franklin Delano Roosevelt was wheelchair bound secondary to polio and was the only President of the United States to serve more than two terms in office. How much effort did it take? FDR died in office.

Now I have to ask myself, will I *throw up my hands when the going gets tough* or will I *make the effort to stick with it*? How about you?

Laura R. Novakowski, RN, MBA, President
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helps individuals, companies
and communities to find ways
to "Navigate their way with
strategies, resources and
actions that lead to personal
and professional health and
wealth."

100% Effort

Leanne Hoagland-Smith



Give it a 100% effort has been heard by many. This translates into going beyond what is expected. However, is this what it really means?

When something is 100%, it is complete. Percentages less than 100% such as 75%, 80% or even 99% suggest partial completion of the whole. So when we give 100% effort our goal is to make the results of our actions complete. By looking at effort through this window, suggests a paradigm shift to begin to consider that 100% effort is the average necessary to make whatever complete.

Now if someone gives more than 100%, then this person is truly pushing the envelope as the expression goes. He or she is going beyond the average (completion) through his or her efforts to achieve the goal and something more.

For many in sports, they understand that 100% is average. To win the game requires doing more than 100% because the presumption is the other team is going to go beyond the average to also win. Unfortunately, for many individuals, they have failed to learn that 100% is average because of the grading scale that suggests even 75% is passing is complete or is average.

Productivity research suggests only one in four employees gives 100% effort even though the employee is being paid for 8 hours of work. There is probably high resistance to changing this paradigm that a 100% effort is average. Yet with three-quarters of the workforce failing to give 100% effort is costing organizations millions of dollars in lost profits. This loss falls to the consumer who must pay higher prices.

One of my most favorite and often used quotes is by Marcel Proust who said *“the true voyage of discovery is not seeking new landscapes, but seeing with new eyes.”* To create change does require a new perspective, a new paradigm if we truly want to achieve our dreams and goals.

Leanne Hoagland-Smith, M.S. Chief Results Officer

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Make the Effort and Accelerate Your Success

Judy Rienzi

Book Review: "Get Motivated" by Tamara

Lowe

From drug addict, drug dealer and eighth grade dropout, to successful entrepreneur, Tamara Lowe put a lot of effort into changing her life and achieving success. She cleaned up her act, went back to school and started a company with her husband. Her company produces the largest business seminar around –**Get Motivated Business Seminars**. I had the opportunity to attend this seminar and she is quite engaging and motivating. As the title of the book suggests, motivation is the key to success. *"Motivated people advance farther and faster in their careers, earn more money, are more productive, experience more satisfying relationships, and are happier than the less motivated people around them."* The book maps out a pattern called **Motivational DNA-Drives, Needs, and Awards**. Everyone is motivated differently because everyone has their own unique Motivational DNA. *"Drives are the internal forces that mobilize a person to act. Needs are the core requirements that a person must have in order to feel fulfilled. Awards are the preferred remunerations that a person desires for achievement-the material, spiritual, and psychological currency that they want to be paid for performance."* These three elements are further broken down resulting in six different motivators. Through assessments and questionnaires you can identify your motivational type. Understanding your individual pattern will help you identify your motivational factors, inspire you to achieve your goals, increase your effectiveness, and help you lead and motivate others.

If your effort to create change has failed, perhaps the key is to harness the power of motivation. Our motivation changes on a daily basis, even in the course of a day. It's hard to give something all your effort if you can't stay motivated. The success and failures of your relationships, personal goals, finances, career, social activities, and health are all influenced by motivation.

Can you sustain motivation? According to "Get Motivated" you can create positive momentum as long as you follow your motivational pattern. The demands of life will get in the way, but big goals take time. Setbacks will happen. If you're clear about what you want, then keep at it. *"Failure is not failure unless you quit."*

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How would you rate your Effort?

By Laura Canter

*I'm a great believer in luck,
and I find the harder I work the more I have of it.
~Thomas Jefferson*

Effort

- 1: conscious exertion of power: hard work
- 2: a serious attempt
- 3: something produced by exertion or trying
- 4: the total work done to achieve a particular end

When was the last time you would say that you made a *conscious exertion of power* towards reaching your goals? We are past the New Year's resolution phase (most people have stopped making *serious attempts* at achieving those resolutions by now), so why should we even try to keep moving forward toward achieving success with ill-fated goals we made back on the Christmas high?....because it's never too late!

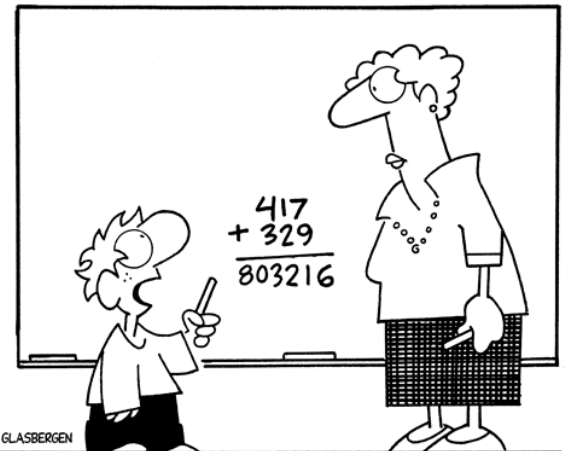
Did you know that the average smoker, drug addict, caffeine addict or food addict will attempt and fail a minimum of 7 times before they stay "sober?" Every time we try to change we will have multiple lapses and relapses before we find success. Why? The answer is..... EFFORT!!

Most people don't make "serious attempts" when they initially set out to make a change. How many times have you said, "This will be my last cigarette?" You know the harmful effects of smoking (as well as the damage you do to your loved ones with second hand smoke), so why is it so hard to stop?

Are you still struggling to get out of the junk food drive through? Most people struggling to control their daily nutritional intake don't make serious attempts at controlling their relationship with food – a diet seems to be the easy out. Yet how many "diets" have you been on in the last 5 years? We feel the need to torture ourselves and set ourselves up for failure from the beginning. Hard to have effort when we don't cut ourselves a break.

Effort is key to overcome our day-to-day struggles while achieving our goals. If you want to make true lifestyle changes, you have to be willing to work hard & that means overcoming multiple obstacles that may be in your way.

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"My dad says persistence is the key to success. So I'm going to keep giving you the same wrong answer until it becomes the right answer!"

Sometimes we sabotage ourselves and our own motivation because of our lack or misguided effort. Achieving success **IS** painful. Have you ever tried to stop smoking, to stop eating junk food, to quit caffeine and to give-up all of those other bad habits for making New Year's resolutions? Why is it so difficult? In part, we are addicted! Whether it is nicotine, sugar, carbs, alcohol, or caffeine, we are addicted to the "drug" itself. However, research shows it only takes 10 days for nicotine to be fully out of our system. And it takes sugar about 14-21 days to be out of our system. So, if it is only the drug that is keeping you from becoming healthier and meeting your lifestyle goals, why is it so hard to achieve success from the start. Well, our mind also gets in our way.

If you are strong in your effort or persistence of a goal you need to showcase dedication, discipline and inner motivation as important characteristics. Those who remain persistent take action regardless of internal or external difficulties, and it is this ability to do even the smallest of actions towards a goal which will enable you to make the extra effort to reach your target with confidence.

Tips to improve on your strength of Effort and Persistence:

1. **Be Deliberate in Setting goals:** Be specific about what results you want to achieve and set it as a goal. Be specific about the time frame in which you wish to achieve it and break it down into smaller stages so that you are clear as to exactly how your goal can be accomplished. *(Remember the Ladder approach? November 2010 Newsletter)*
2. **Find Meaning:** Take the time to think about why you are carrying out an action. Really make sure that you understand and believe in what you are doing and the associated benefits to yourself or to others. The goal must be personal. This will give you the passion, meaning and motivation to persist even when things get tough.
3. **Where there's a Will, there's a Way:** If you encounter a difficulty, keep looking for alternatives and don't give up. Think positive! Think about whether there are alternative means to foster your motivation towards achieving something and action plan accordingly.

Effort isn't easy – look at its synonyms: elbow grease, exertion, expenditure, labor, pains, sweat, trouble, work. Just because the going gets tough – doesn't mean you give up. You have to be prepared to do the work to accomplish your goals. It won't be easy; you will have set-backs, but be deliberate and persistent in your goals. This is how you increase your effort for success.

The difference between try and triumph is a little umph. ~ Unknown

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*For more information
about the **Values in Action Institute's
Character Strengths Survey (VIA)** and
discovering your strengths
please contact Laura Canter.*