



MY OPUS

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“The two greatest days in a person’s life are the day they are born, and the day they discover why.”

~ Mark Twain



Overarching Vision (*my big dream*)

Imagine a tribe of people committed to building a better world - Physical, Cultural, Social, Familial or Spiritual. A tribe of people who see a need for leadership, and seek to provide it. A tribe of people with integrity, character and a servant's heart, who are willing to invest in themselves so they can serve themselves and others.

Imagine a cause based on providing opportunities and resources to help people become Perfectly Unhackable. A cause planned around growth through self-reflection and deep introspection. A cause meant to create ascending life, work and play.

Imagine a space designed to nourish and encourage hearts and minds. A space where people are able to speak freely, share safely, and learn greatly. A space constructed to clarify callings, overcome obstacles, define directions, and escape to excellence.



Purpose (*the defining statement of my work*)

Helping people and organizations to Clarify their Calling, Overcome their Obstacles, Define their Direction, and Escape to Excellence, so they become Perfectly Unhackable in Work, Life, and Play.



Unifying Strategies (*what's necessary for me to achieve this*)

Construct Myself: By intentionally focusing on my own personal growth and development, I become better equipped to fully serve others and model the way.

Construct a Collaborative Community: By strategically connecting with a community of like-minded people, I create synergistic relationships that maximize all our results.

Construct Content: By creatively developing resources and experiences that provide meaningful growth and improvement for others, I impact lives, organizations and communities.

Construct a Platform: By effectively leveraging my community and content with integrity and authenticity, I expand my reach and influence to a greater audience.

Construct Ascending Leaders: By regularly sharing myself and my content with my community and beyond, I develop people and organizations who are encouraged, equipped and empowered to make a difference in their world.



Scorecard for Success (*how do I know I'm hitting my target*)

Construct Myself: By intentionally focusing on my own personal growth and development, I become better equipped to fully serve others and model the way.

- Intellectually – continually learn by reading, participating in training programs, and attending uplifting and encouraging events.
- Physically – reach and maintain a healthy weight, improve my fitness and nutrition, and get adequate rest.
- Spiritually – stay plugged into a worship community, pray, and read the Word and other uplifting works.
- Relationally – grow and improve as a husband, father, grandfather and friend.



Scorecard for Success (cont.)

Construct a Collaborative Community: By strategically connecting with a community of like-minded people, I create synergistic relationships that maximize all our results.

- Networking - stay connected with communities of people who share similar passions and goals.
- Taking Counsel - meet at least quarterly with a personal advisory board consisting of strategically selected members who challenge me, support me, keep me grounded, and invest into each other's lives.
- Community-Building - continuously invest in and build the Ascending Leaders Community.
- Connecting – provide opportunities for members of the Community to come together and be lifted by each other's supportive energy.



Scorecard for Success (cont.)

Construct Content: By creatively developing resources and experiences that provide meaningful growth and improvement for others, I impact lives, organizations and communities.

- Resources – create resources (written, audio, video) that provide value to those who receive and use them.
- Speaking – develop presentations that combine my experiences and knowledge base with relevant topics to connect with my audiences so they will be both educated and entertained.
- Programs – develop independent and guided program experiences that are thought provoking and conducive to growth, to complement the non-structured coaching process.
- Events – create event experiences that provide attendees with valuable content and reusable resources for use long after the event is concluded.



Scorecard for Success (cont.)

Construct a Platform: By effectively leveraging my community and content with integrity and authenticity, I expand my reach and influence to a greater audience.

- Website – optimize a website to keep content current and relevant, and to serve as a distribution channel for resources and services.
- Physical Media – produce written materials that provide value and encourage engagement and sharing by the recipients.
- Digital Media – produce audio and video materials that expose the audience to me and my programs, encouraging them to seek out further interaction and contact.
- Social Media – actively use social media to disseminate content and to engage in discussions with online communities.
- Borrowed Space – secure invitations to provide guest posts, interviews and media appearances in order to reach an audience I wouldn't otherwise see.



Scorecard for Success (cont.)

Construct Ascending Leaders: By regularly sharing myself and my content with my community and beyond, I develop people and organizations who are encouraged, equipped and empowered to make a difference in their world.

- Encourage – develop a community where individuals feel safe to share their experiences and explore them in a collaborative and supportive environment.
- Equip – through coaching, mentoring, programs, events and speaking engagements, provide resources and information necessary for individuals to expand their knowledge and influence.
- Empower – coach individuals or groups to engage in a process of self-discovery that provides increased clarity and true transformation, deliver programs and events that unleash passionate leaders into the world.



My Six Pack

Worldview (*What I Believe*):

- There is one true God, all knowing, all seeing, creator of all there is, and He is in control of everything.
- America is the greatest country on earth, with a deep responsibility to those who serve her, and those she serves.
- Family are those who are most important to each other, whether related by biology, law, or choice.
- Faith is the most powerful force in existence - with faith we can overcome anything.
- In Destiny there is a reason for everything, even though we may not always know or understand the reason.
- Anyone can be successful if they are willing to make the choices, sacrifices and commitments necessary.
- I am a child of God, called upon to achieve my full potential in order to be an example, mentor, and guide for others.
- I have the ability and responsibility to change other's lives for the better.
- In the Golden Rule, that what goes around comes around, so it is incumbent on me to put good out.



My Six Pack (cont.)

Identity (*Who I Am*):

- Husband to Sharon, her partner, best friend, provider and protector.
- Father to 4 daughters (and their partners), a loving and supportive example, teacher and guide.
- A grandfather, extending my love and influence to another generation.
- A son who desires to make his earthly parents and heavenly Father proud to call me so.
- A servant to God, country, community, family, and those in my charge.
- A loyal friend to a few who share my values and exhibit similar character.
- A leader who strives to add value to others so that they can be more, do more, and give more.
- A change catalyst, focused on helping others find improvement and greater levels of accomplishment.
- A guide who helps others expose their own pathways and discover their own solutions.
- A teacher and mentor who willingly shares my knowledge and experience in order to help others learn and grow.



My Six Pack (cont.)

Identity (*Who I Am*) (cont.):

- A messenger, willing to share insight, introspection and information with the intention of helping the audience think and expand.
- An author of works both written and as yet unexposed, who desires to provide resources and encouragement to others through my words.
- A lifelong learner with a strong desire to absorb and continuously improve, and who is stimulated by historical facts and their relevance in the present and future.
- A collector of information and data who thoughtfully processes input.
- A transformer, focused on strengths as a way to achieve excellence.



My Six Pack (cont.)

Principles (*What I Value*):

- God, His commandments, and my personal relationship with Him.
- My country, those who serve, fight and die for her, and the symbols that represent them and her.
- My family and our unconditional love and support for each other.
- My character and the knowledge that I will do the right thing in spite of what the masses would do or think, and to hold to my values in the face of adversity.
- The truth, always, even when it is painful or difficult to speak or hear.
- The golden rule, respectfulness, courtesy, and doing a good turn daily.
- Faithfulness, with commitment to those who deserve it, and those who exhibit it.
- Doing your best in everything you undertake, signing your work with excellence.
- The ability to overcome fear and face challenges.
- Learners who also understand there is always someone who knows more ahead of us.
- The ability to worship as I please, speak openly, move without restriction, and determine what I value by my own choice.



My Six Pack (cont.)

Passion (*What I Love*):

- God, and knowing that God loves me.
- My country, and being proudly and unashamedly a patriotic American.
- My wife, daughters and their partners, and grandchildren, and am grateful that I am able to share in their lives.
- Making a difference in the lives of others.
- Modeling the way for others and helping them to grow and succeed.
- Learning new things and experiencing the growth that comes from applying the new knowledge.
- Teamwork and relationships that produce fruitful results for everyone.
- Being part of a larger community of people who share my values and desires.
- Worship and the feelings of hope, joy and peace that it provides me.
- Achieving a goal or completing a project when I know I have given it the best I have to give.



My Six Pack (cont.)

Purpose (*Why I Live and Work*):

- I work to serve those who will benefit from what I provide.
- I work to provide the means to live a full and meaningful life.
- I live to provide for and serve my wife, daughters, their partners, and grandchildren so that they can experience a full and meaningful life.
- I live to experience life fully, developing myself intellectually, physically, spiritually and relationally so that I am able to fulfill my purpose.
- I live to help others discover their own dreams and purpose, breaking free of the constraints that life and society have placed on them.
- I live to help others discover their potential, so that they too can sign their work with excellence.
- I live to make a difference in the world, and to help others do the same.
- I live to create a legacy that will impact and influence others after I have been called home.



My Six Pack (cont.)

Process (*How I Will Do It*):

- By holding myself accountable, and asking a few trusted people to do so as well.
- By reflecting on my dream, knowing that it will only come true if I do.
- By preparing and achieving my Playbook of Productive Action (POP).
- By living out my OPUS.



“Imperfect action beats perfect inaction every day. Take imperfect action today, and sign your work with excellence.”

~ Jeffrey A. Kramer

