

REACHRESOURCES

learning with the heart in mind

Vision to Reality 4 Time-tested Steps

Passion and Commitment
A Look at the Future
Current Focus
Planning and Action

14 Tips

These simple '4 Steps' can be applied in our personal lives as well as in the work we do. Following each of the four steps is a sample applying the steps using my own business. I hope you find it helpful as you live your passion in life and work.

Linda

Passion and Commitment

At the heart of this element is that which is of great personal meaning and significance to you. Speaking of it in the "I" reference empowers it physically, emotionally, spiritually and intellectually.

1. **Discover what you are truly passionate about.** The focus of your passion may be:
 - Outcome oriented such as 'helping people find the home of their dreams'
 - Process oriented such as 'to collaborate with others in helping to solve problems and generate ideas'
 - Close to home: 'to love and support family and friends'
 - More global: 'to help end world hunger'

The possibilities are endless. Your passion is the stuff that gets your juices flowing. When you speak of your passion with others they feel your energy as genuine excitement, heartfelt enthusiasm and simply recognize that passion in you.

2. **Describe your commitment to this passion.** What is it that makes it evident you are committed to this passion? Take actions steps to work your passion. Develop your credo for whom you will work and play with and how that work and play is done. This may be based on your core values.

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REACH Resources, Linda McDonald Statement of Passion & Commitment

I am passionate about learning and creating learning opportunities for people. I want to help them realize how uniquely incredible they are. I love to see people discover, get excited, find their passion and generate the energy to stretch and grow in new ways.

I am committed to:

- *my own learning and development and the discovery of new and effective tools with which to do my work.*
- *working with people to learn and grow in whatever way they choose in their personal and professional lives.*
- *doing this work through my abilities as a coach, consultant and learning facilitator.*

The Future: Vision

In the story *Alice in Wonderland*, Alice was walking through a forest when she came upon a very large tree at a crossroads. Suddenly, a Cheshire cat appeared in the tree and asked Alice, "Can I help you?"

Alice said, "Yes, please. I'm lost and need to know which road I should take."

The Cheshire cat asked, "Where are you going?"

Alice said, "Gee, I don't know!"

"Well," said the Cheshire cat, "then it doesn't matter which road you take."

For some, it helps to know where you want to go, so you know when you have arrived. The alternative is just getting where you end up and wondering if that is where you wanted to be, or complaining that you wish you were somewhere else.

3. **Consider where you are going.** Where do you see yourself (your business, your life) 5 or 10 years from now?
4. **Find Your Purpose.** Know why it is that you are in this business. What is the purpose or function of your business? Explore what it is that you bring to your world?
5. **Paint a clear picture of who is with you in this vision.** What qualities or attributes are important in the...
 - customers/clients, colleagues, vendors, associates, etc.
 - friends, family, organizations, affiliations, etc.
 - ...with whom you share your work and life?
6. **Anticipate an outcome.** In general terms, what will we all experience (what will happen) as a result of realizing this dream, vision, and goal? Then, release any FIRM attachment to details you may hold for that outcome so you can respond to the unexpected as you move forward.

REACH Resources, Linda McDonald Vision Statement

REACH Resources is a blossoming company providing personal and professional development products and services for leaders and entrepreneurs. We are the well of resources my clients and customers tap into for realizing their own strengths, skills and wisdom. I work with people who share an attitude of growth and value positive energy. Together we keep our passions alive. We support our clients in their commitments to create the success they dream of.

*Our success is measured in having a vibrant business in which we are seen as the “provider of choice”. It is **easy** in that my associates and I can simply show up as our authentic selves and stay clear about what we can and cannot do or be. People happily compensate us for our services at the fees and prices we have set. We also easily have ample time to spend with family and friends and on our own self-care.*

Current Focus: Mission

Here you describe what you are doing and how you will ‘act or be’ to meet the direction in which you are heading. Missions work best when consistent with the values, goals, and objectives important to you and other stakeholders in your success.

7. **Know yourself.** What are you doing that will support the vision becoming reality? Discover and describe the knowledge, skills and attitudes you have and will use to:
 - Successfully provide your products/services
 - Serve your family/community/the world
 - Create the success you have in mind
8. **Declare your “state of being”** as you create, build, develop, and grow toward the vision. How do you want to “be” on the journey?
9. **State your guiding Principals.** What are the standards you apply to the work, products and services; family, community, life?

REACH Resources, Linda McDonald
Mission Statement

With a focus of personal and professional learning and development, REACH Resources and I provide proven strategies, validated tools and techniques, skilled communication, intuitive wisdom and heart centered connection to develop programs, products and services to meet individual client needs. My associates and I ascribe to standards that honor confidentiality, safe learning, personal responsibility and accountability, positive focus, self-care, releasing judgment of others, release of advising outside of expertise and focus on the client.

Planning

There are a number of ways to go about planning. What may be of most importance is first and foremost that you have a Plan. In some cases it makes sense for that plan to be highly thought out and detailed. In others, a more general plan works best. We all know how to take action and do it every day. Now imagine the power of FOCUSED ACTION. A plan helps you take FOCUSED ACTION and STAY FOCUSED so that it won't matter if you hit bumps, get diverted or are surprised in some way. The plan helps you stay on course so that the action meets the current reality. The interruptions or glitches or pleasant surprises don't have to keep you from the dream or vision.

10. **Create a plan for building the business; the life you desire.** What kind of support, learning, and expertise will you need? What do you know? What do you know you don't know? What don't you know you don't know and who can help you see this?
11. **Create a plan for development and implementation of your products/services; time with family and friends, for community, etc.** Design structures and

- systems. Include contingency plans. Be open to change, to the unexpected and have the ability to flex as needed.
12. **Take action to make your plan a reality.** This includes goals, objectives and to-do lists. How will you make the vision a reality? What will you use as checkpoints along the way?
 13. **Assess and evaluate how you are doing.** Make adjustments based on concrete information and intention to enhance the plan.
 14. **Get help. Seek support. Use the expertise of others.** It's faster, more effective and less stressful than trying to do it all on your own.

REACH Resources, Linda McDonald
The Plan

Service: Workshop Design

*We will use the **3-D Design Model™** with professionals and business owners in the Workshop Design service. This model created by Learn To Inspire™ supports creating the workshop **Dream, Design and Development**. The purpose of this service and associated products is to help clients create inspired workshops, classes and seminars that help attract clients and customers.*

Service: Coaching and Consulting

*We use a Values Focused approach incorporating **The Inspired Learning Model™** and **6 Advisors™** assessment and practicum. The practicum is a 90-day learning and development program centered on increasing awareness of one's current thought processes to empower better choices at Pivotal Moments™. The purpose of this service and associated products is to help people recognize their own unique brilliance and bring dreams to reality.*

Sales: *We offer hourly and package programs, products and services for all clients. This approach allows for flexibility in time, finances and the learning approach.*

Marketing: *We develop the business primarily through people connections accepting qualified referrals. In addition we are:*

- *Active members of networking organizations such as BNI, Chamber of Commerce and WBOA*
- *Active members of the community whenever and wherever possible.*
- *Developing affiliations and associations with other professionals and business owners to pool our talents and services.*
- *Maintaining dynamic and up-to-date websites, brochures and business cards.*
- *Offering promotional events at introductory rates to showcase the work.*

Learning: *I am personally committed to my own ongoing learning and development and choose to spend 10% of my time to this pursuit through workshops, reading, coaching and formal education..*

Administration: *Routinely assess administrative systems for development and change as the business grows with an eye on timeliness and organization.*

From Vision to Reality - 14 Steps™

When I began to follow the 4 Steps for bringing my Vision to Reality, I noticed a number of positive changes. Among them...

- I became much clearer in articulating my business to others.
- I immediately went from 50% to 100% in the number of clients I planned to work with.
- Instead of quantity, I realize I hold a high value for quality.
- I also realized a greater focus on my mission, which helped me to reduce stress by releasing the need to grasp every shiny object that comes my way.
- I have more confidence in the potential of my business because I have a vision and the plan that I know will bring it to reality.

REACH Resources

REACH Life Coaching

Learn To Inspire

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