



## John E. Long Career Coach

John is a Global Career Development Facilitator and Professional Career Coach. He works with a broad range of clients seeking assistance with career exploration, career development and career transition. John has specialty training in the interpretation of personality and career assessments, such as the MBTI®, Strong® and WPI®. He also focuses on work-life balance, time and stress management, and examining life roles.

John offers customized services to identify what motivates each client and to clarify aspirations the client can pursue with passion. Coaching is about support, encouragement, and action to meet the client's needs and achieve meaningful results.

### SERVICES OFFERED

- Career Coaching
- Executive Coaching
- Outplacement Coaching
- Testing & Assessment
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Contact John for a complimentary phone consultation.

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# evoke

A NEWSLETTER OF PERSONAL  
AND PROFESSIONAL GROWTH  
FROM JOHN E. LONG, GCDF, CPCC



## Legacy: What Are You Leaving Behind?

**M**any of us are asking ourselves the question: "What am I here to contribute?" But we can take that question still further: "What is the legacy I want to leave behind when I'm gone?"

Leaving a legacy is not just a practice reserved for the wealthy. It's a common human trait to want to leave something of ourselves behind. For some that may be leaving their mark in business or in the arts; for others it's carrying on the family name through children.

### Types of Legacies

Your legacy might include a combination of some of the following:

- A business or non-profit organization that carries on your work after you're gone.
- Beauty, inspiration and wisdom passed on through creations such as books, music, and art.
- Money, goods, and property, including endowing scholarships or creating a foundation.
- The "ripple effect" of your daily impact on friends, family and your wider community.
- The values you impart to children and grandchildren.

### Components of Legacy-Building

**Begin with the end in mind.** The old saying goes: "You reap what you sow." Accordingly, it's critical to know what end result you want to achieve so that you—and those who come after you—reap what you deem to be of highest value. In *The Seven Habits of Highly Effective People*, Stephen R. Covey says it's imperative to first have a clear vision of your

destination. He recommends developing a "personal mission statement." Based on your core values or principles, the statement focuses on what you want to be and what you want to contribute or achieve.

**Clarify your values.** With a coach or on your own, explore your values. What do you value most deeply? This is not about "morals" imposed from outside, but reflects what you believe at your core is of greatest importance.

**Determine your arena of impact.** To clarify your desired impact, ask yourself:

1. Who do I want to impact? What people or community? (My town, alma mater, the environment, teens, victims of war.)
2. What gifts do I have to share?
3. What is the best vehicle for sharing my gifts?
4. Who can help me reach my goals? Who do I want on my dream team?
5. What's my next step to go from where I am now to where I want to be?
6. How can my impact be sustained after I'm gone?

**Imagine your funeral.** As a final step to motivate you into action, imagine your funeral. The speakers include your family, closest friends, and business associates. What do they say about who you have been and the impact you've had on their lives and your world? Are you satisfied with what you hear? Is this the legacy you want to leave? As Martha Graham said: "There is only one of you in all of time." It's up to you to leave a legacy that reflects your unique expression. ●

## Top 10 Myths About Owning Your Own Business

Owning a business can be great, as long as you go in with your eyes open. Here are common misconceptions:

1. **I'll be my own boss.** Your customers become your boss, and can hire and fire you like any corporate superior.
2. **I'll have more free time.** You'll likely work more hours until your business is ready to thrive without you.
3. **It's just me...I don't need a business plan.** Every business needs one. Without it, you'll just drift like a leaf in the wind.
4. **I can do it all myself.** This is the quickest route to burnout and business implosion. Build a team.
5. **If I do good work, I'll be successful.** True only if people know about it! Marketing will determine whether your business sinks or swims.
6. **I'll make more money.** This is not a given. You may gross more, but you've also got to cover more expenses and often put in a lot more time.
7. **I'll have more control over things.** Perhaps. But between client needs and economic trends, you may not have as much control as you thought.
8. **Bigger is always better.** An efficient microbusiness may be all you need to have the lifestyle you want.
9. **I should work doing what I love.** Yes, love your work. But just because you love making jewelry doesn't mean that this is the right business for you.
10. **It's too hard.** Owning a business takes dedication, persistence and lots of work. But with the right support and planning, it can be rewarding. ●

# Self-Quiz

## Are You Taking Care of Yourself?

With our busy lives, taking care of ourselves is more important than ever—yet it's often the last thing on our minds. We have to meet that deadline, use any break time to run errands, accomplish all the items on our list. We all know the negative impact on our health that stress can have—even positive stress such as that caused by a promotion. Take this Self-Quiz to see how well you are taking care of yourself.

True False

- 1. I ask for help and support. When I feel I need help, I ask for it from a friend, counselor, coach, or colleague.
- 2. I let go of the way things used to be. I accept the way things are.
- 3. Every day I do something physical even if it's just a walk around the block or a 15-minute workout.
- 4. I eat healthfully and take the time to enjoy my meals. I set aside work, driving and other activities while I eat.
- 5. I think positively. I view problems as opportunities and obstacles as challenges.
- 6. I can say no when I need to.
- 7. If I'm experiencing physical symptoms, I go to the appropriate health care professional. I don't panic about the symptoms, and I don't deny them either.
- 8. I remember to breathe.
- 9. I can settle for "good enough." I don't demand perfection in everything that I do.
- 10. I listen to my feelings, gain any helpful information from them, but when I am locked in a loop of anger, irritability, or cynicism, I choose a thought that makes me feel better.
- 11. I recognize the value of working in different gears. Some tasks only require my working in 2nd gear. That saves energy for those times when I need to push myself extra hard.
- 12. I take comp time—even if I'm self-employed. When a looming deadline forces me to work through a weekend, I take off comparable time as soon as I can.
- 13. I do my best to get enough sleep every night.
- 14. I value my personal relationships and give them the time and energy they need and deserve.
- 15. I choose healthy ways to relieve anxiety and stress. I don't rely on crutches such as smoking, drinking, and overeating.
- 16. I recognize the importance of downtime and breaks.

If you answered false to several of these, you may want to take an honest look at the impact your choices may be having on your health and well-being. ●



What do you miss by not focusing on the big picture?

### Relevant Reading

- 5 Future Strategies You Need Right Now*, by George Stalk
- Becoming a Resonant Leader: Develop Your Emotional Intelligence, Renew Your Relationships, Sustain Your Effectiveness*, by Annie McKee et al.
- Moose on the Table: A Novel Approach to Communications @ Work*, by Jim Clemmer
- The Secret of Success Is Not a Secret: Stories of Famous People Who Persevered*, by Darcy Andries
- The Road to Wealth: A Comprehensive Guide to Your Money*, Revised Edition, by Suze Orman
- Water Cooler Diaries: Women Across America Share Their Day at Work*, by Joni B. Cole and B. K. Rakhra

**“Drive thy business or it will drive thee.”**

—Benjamin Franklin (1706–1790)

# The Victim at Work

## Are You Playing This Role in Your Workplace?

When a drama is going on in the workplace, there are usually three distinct roles being played. According to Dr. Stephen G. Karpman, this “drama triangle” places the victim at the bottom, below the other two roles of persecutor and rescuer.

Once the drama gets going, we can actually slip back and forth among all three roles. However, we’ll fall most naturally into one primary role, based on the role we played in our childhood.

### The Persecutor

The persecutor goes on the offensive, looking to blame, shame and control. She is fiercely attached to her own agenda and is motivated only by the desire to get exactly what she wants.

### The Rescuer

The rescuer also goes on the offensive, jumping in to solve problems for other people whether or not it is appropriate or requested. He is motivated by the desire to keep everyone else happy and to feel important and needed.

### The Victim

The victim goes on the defensive, relinquishing all responsibility and soliciting sympathy for whatever he feels has been done to him. He is motivated by the desire to be taken care of and understood.

Playing any of these roles will inhibit your success in the workplace, yet it is often the victim who has the most trouble finding and keeping a job.

In the short-term, the victim is popular at work—after all, the persecutor needs someone to attack and the rescuer needs someone to save.

But in the long-term, the character traits that show up when you’re playing the victim are not particularly beneficial or attractive in the workplace. Quite the contrary, since victims are perceived as weak, spineless, submissive and flaky.

The good news is that you can make conscious choices to step outside of this drama triangle and conduct yourself professionally. The first step is to watch for these signs of victim mentality in your thoughts and words:

- I’ll never get all of this done!
- This is so unfair!
- I hate my job/life/self.
- I don’t deserve this.
- Why is this happening to me?
- It’s not my fault that...

When you hear your “inner victim,” stop and think about what you do have control over in this moment, things like:

**The words you use.** Before you speak, consider the impression your words will make if you complain or whine. Additionally, note that sometimes victims jump back and forth between playing the victim and playing the persecutor. Usually it’s an unconscious reaction and an attempt to lash out at whomever you think is persecuting you. It could show up here as gossip.

**The thoughts you focus on.** When you believe and focus on the victim thoughts that pop into your head, you keep the drama triangle in motion. If you can notice the

thoughts but choose other ones instead, you can leave the drama behind. Try, “I have a choice here,” “I am a valuable member of this team,” or “I am in charge of having a great life.”

**The actions you take.** If you’re slipping into the victim role in your actions, it could show up as procrastination, purposefully not doing the thing you resent being asked to do. Or, your victim thoughts can paralyze you into self-doubt and inaction. Think before agreeing to do something. Remember that yes and no are not the only responses to a request—you can negotiate what you agree to do, and by when. Once you’ve agreed to do something—do it. Nothing feels better than doing what you said you would do.

No matter what has happened up to this point, you have a choice to make in this moment. And every choice has a consequence. When you choose to take on the role of a professional, you take responsibility for your words, thoughts, actions and choices—and leave the victim behind. ●



## BEYOND the BOX

The following questions are designed to broaden perspectives, to open vistas, to widen the lens. There is no one right way to approach them. You can journal about them, talk to friends, create art, ponder them while driving or working out, dance them—whatever helps you explore “outside the box.”

1. What am I sowing? What am I reaping?
2. If I died tomorrow, what would my legacy be?
3. What is the value for me in leaving a legacy? For others?
4. What is my “ripple effect” and who is it reaching?
5. What myths about owning my own business do I believe?
6. What’s my relationship with asking for help? With receiving?
7. How can I take better care of myself?
8. Persecutor, Rescuer or Victim? Which role do I tend to play and how does it serve me? How does it not?
9. In what situations do I fall into Victim mentality?
10. How can I move from resentment to responsibility?
11. Which of my beliefs about money are self-sabotaging?
12. Where did I learn my attitudes about money?
13. How would shifting my attitudes about money change my life?

## Are Your Attitudes about Money Sabotaging You?

**M**oney—the lack of it, the fear of losing it, the dread of not having enough—tops the list of concerns of many people these days. We're a prosperous nation, yet we're more debt-ridden than any generation before.

What's going on?

The problem may be unspoken attitudes about money that are getting in the way of a sense of well-being and security in our lives. Here are a few of the more common ones:

### I Don't Care About Money; I Don't Like Money

This attitude is held by people at all income levels. It can have its origin in religious beliefs that money is the root of all evil, or can stem from political beliefs or from guilt at inherited privilege. This belief can create a life of self-deprivation.

The person with this belief never allows herself to have what she truly wants, and always buys the cheapest version. She is often an under-earner. She could earn enough to support herself, but she doesn't, and sometimes relies on credit cards for basic expenses such as rent.

### I'm Clueless About Money

This person rarely balances his bank statements, doesn't know how much money he has or spends, and, if he has the means, depends solely on financial experts. He may believe that he's not skilled enough to handle his money or may think that

money is uncouth, beneath him. He may have a lot of money that he spends lavishly, but his unwillingness to pay attention to it makes him vulnerable to theft, fraud, debt and bankruptcy.

### I Don't Have Enough Money

This person worries often about money. This is the friend who makes twice your income but is always talking about how hard it is to pay the bills. This person may believe she can't take care of herself or that the world is a harsh place with scarce resources. No matter how much money this person has, she's truly afraid that she will lose everything and end up homeless.

### I'll Never Have Enough

This person also feels that he doesn't have enough money, but rather than feeling that the world is a harsh place for everyone, he believes that it is particularly hard for him. Other people will do just fine, but he'll always be poor and suffering. If you try to encourage him, he'll give you 10 reasons why he has it especially hard. He is often an under-earner, refusing to acknowledge the opportunities that are available to him.

If any of these scenarios resonate, you may want to explore your beliefs around money. By better understanding your attitudes and values toward money, you may find a new ease in the world you never thought possible. ●



—John Allston

*“The only thing you take with you when you're gone is what you leave behind.”*

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