



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
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evoke

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



Thinking Like an Entrepreneur (Within the Corporate Walls)

The words *entrepreneur* and *corporation* don't usually show up in the same sentence. One connotes a penchant for creative, seat-of-the-pants risk-taking, while the other usually suggests "we've always done it this way" risk-aversion.

But "out-of-the-box" thinking is more necessary than ever in today's marketplace. Corporate professionals are increasingly called upon to use entrepreneurial skills to meet challenges in innovative ways.

Marie, for example, pioneered an integrated system that gathers and compiles data from around the company for executives to use in their decision making. It has evolved into

a necessary part of data management for the corporation worldwide.

Rich suggested and took on the challenge of merging three products from three previously separate divisions within the multinational corporation where he works. By bringing these products under one umbrella, the organization saved \$5 million a year.

Intrinsic in these examples are characteristics attributed to "intrapreneurs," a term defined as, "A person within a large corporation who takes direct responsibility for turning an idea into a profitable finished product through assertive risk-taking and innovation."

Professionals with an entrepreneurial bent—intrapreneurs—feel a degree of ownership, take risks,

make decisions and take responsibility willingly. Intrapreneurs are visionary and independent. They thrive on change, but they also know how the changes they want align with their company's objectives. They have good communications skills, a high sense of curiosity and self-worth, and are more concerned with achieving results than gaining influence.

Intrapreneurs benefit from their "find-a-way-to-get-it-done" attitude in the form of praise, promotions and increased job satisfaction. For the organization, retention, productivity and profits go up. Commitment and company loyalty surface; so does innovation

and creative problem-solving. An infectious intrapreneurialism begins to take hold, attracting even more intrapreneurially minded workers.

Many corporate cultures do not foster an environment of trust or safety for presenting new ideas. Add to that the stress of deadlines, cutbacks and communication difficulties, and it's easy to send the wrong message.

The coaching process can provide you a safe haven to explore and position your new ideas. Having the opportunity to evaluate your ideas, understand their impact to your organization and role-play how to best present it for buy-in is crucial for creating solutions that benefit both you and your corporation. ●

"Some look at things and ask 'Why?'. Others look at things and ask 'Why not?'. "

—George Bernard Shaw

Top 10

Steps to Achieve Your Goals

Making a SMART goal—*S*pecific, *M*easurable, *A*ttainable, *R*ealistic and *T*ime-bound—is just the first step in making your goal a reality. Below are 10 essential steps to achieving your goals.

- 1. Make goals pass the SMART test.** To the letter.
- 2. Align your goals with your values.** When your goals don't match your values, you are likely to struggle—if not fail—to implement them.
- 3. Share your goals with several key people.** This helps you become more accountable. Choose people who are supportive and positive.
- 4. Identify necessary resources.** For example, if your goal is to develop a website for your business, you'll need to find a designer.

5. Identify ways to save time. But only take short-cuts that support your goal.

6. Detect potential obstacles. And take action to clear the hurdles.

7. Take at least one daily action. The little things you do every day propel you toward your goal.

8. Establish a support structure. Who or what can provide you with encouragement, advice, healthy feedback or a willing ear?

9. Identify rewards. A soak in the hot springs, a new outfit, dinner out. Little rewards along the way make achieving your goal more fun.

10. Identify an action you will take right now, after you finish this newsletter. Do it. ●

Self-Quiz

Are You Too Busy? How Can You Tell?

Although it may not always seem so, how we fill and spend our time is our choice. Answer the following questions to discover if you're caught up in the "too-busy" cycle.

True False

1. I constantly find myself doing "urgent" things and trying to catch up.
2. I allow myself to drift into obligations before I know how much time or energy they'll require.
3. I find myself running from when I get up in the morning until I go to bed at night. I'm always tired and never feel that I accomplished enough.
4. I seldom schedule a day off for myself and when I do, I tend to fill it with activities.
5. I don't make time for self-care: physical exercise, nurturing or pampering myself, cultural stimulation, spiritual well-being, learning something new, playing or simply doing nothing.
6. I seldom have time to do the things I really love. My work and project areas are cluttered with "I'll look at this later" stacks and "to-do" piles.
7. I often miscalculate how long activities will take.
8. I often miss deadlines or work long hours to meet a deadline.
9. I respond to interruptions such as phone calls, text messages and email, and get off track.
10. I try to keep things in my head rather than making lists. If I do make a daily "to-do" list, it's impossible to complete in a day.
11. I tend to move from one urgent thing to the next, rather than work toward specific goals and objectives.
12. I find myself constantly wishing I had more time or projecting an imaginary future when I have more time, saying things like "as soon as..." or "next year..."
13. I spend too much time running errands and rushing because I didn't plan well enough.
14. I spend time doing things I could pay someone else to do.
15. I often do things because I "should," or continue to do things that no longer fit who I am.
16. Other people complain that my schedule doesn't allow enough time for them.

If you answered "true" to many of these questions and would like to explore ways to slow down your life, please don't hesitate to call. ●



The office of the future. (Or could you make it the office of today?)

Recommended Reading

Leaders at All Levels, Deepening Your Talent Pool to Solve the Succession Crisis, by Ram Charan

The Marketing Accountability Imperative, by Michael E. Dunn and Chris Halsall

Making Innovation Work: How to Manage It, Measure It, and Profit from It, by Tony Davila, Marc J. Epstein, and Robert Shelton

e-Learning 2.0: Proven Practices and Emerging Technologies to Achieve Real Results, by Anita Rosen

Authentic Conversations, by Jamie Showkeir and Maren Showkeir

"There is a vitality, a life force, an energy, a quickening, that is translated through you into action. And because there is only one of you in all time, this expression is unique. If you block it, it will never exist through any other medium and will be lost."

— Martha Graham

Claiming the Empty Spaces

The Importance of Idle Time in a Fast-Forward World

You're just about to leave for a dentist appointment you'd scheduled time off work for, when you receive a phone call saying the dentist has been called out on emergency and will have to reschedule your appointment.

Congratulations! You are the winner of one unexpected free hour!

What will you do with your winnings?

Return to the project you were working on before you had to leave? Answer your email? Return phone calls? Run errands?

Ever consider doing nothing?

If you're like many of us today, the thought of doing absolutely nothing for an entire hour seems as wasteful as throwing a

week's worth of groceries out with the garbage. Indeed, free time with nothing to do can generate near panic among some of us who are overloaded and time-starved.

A Culture of Busyness

"We seem to have a complex about busyness in our culture," says Thomas Moore, author of *Care of the Soul*. "Most of us do have time in our days that we could devote to simple relaxation, but we convince ourselves that we don't."

And yet, the harder we push, the more we need to replenish ourselves. As Stephan Rechtschaffen, author of *Timeshifting*, says, "Each of us needs some time that is strictly and entirely our own, and we should experience it daily."

The importance of this downtime cannot be overstated. We see more clearly, we hear more keenly, we're more inspired, we discover what makes us feel alive.

Protecting Our Idle Time

On some level, we know this already. But claiming time to ourselves—time that is often labeled "unproductive"—and sticking to it can be difficult.

We need to establish formal boundaries around our idle time to ensure that others—and we, ourselves—honor this time. Some ways to do this are:

- **Make a date with yourself.** Get to know someone who deserves your attention—you.
- **Stand firm.** Learn how to say "no" to co-workers, children, a spouse or a friend. In just a short while, you can say "yes," but now is your time.
- **Be clear about your needs.** It's not, "I need more time to myself." It's more like, "I'd like to spend 20 minutes by myself in the morning before everyone gets up."
- **Be on the lookout for stolen moments.** Use the canceled dental appointment to sit on a park bench watching pigeons.
- **Practice doing nothing.** "Doing nothing" is an art, and like all art you need to practice it to reach your highest potential.

Idle Time is Individual Time

How we define idle time varies by individual. For example, for one person, gardening may be meditative downtime, whereas for another, it is one more item on the to-do list (to be done as quickly as possible). The woods is a great place to stroll through for one person, an opportunity to be in and with nature; for another, it's a great place for a power walk while dictating letters into a small tape recorder.



Our idle time should be like a beautiful flower: it has no purpose. It's just there. And yet, it refreshes us and reminds us of nature's glory.

Do something that has no purpose other than joy. Take a half-hour a day to surprise and delight yourself. Keep it simple, and keep it consistent. If your idle time becomes a "program," or becomes progress toward some productive goal, begin again.

It's stunning, how simple it really is. ●

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, talk to your dog, dance them—whatever helps you explore "outside the box."

1. What change do you want to create and be known for in your organization?
2. What boundaries do you perceive as limiting you?
3. What change in yourself are you willing to be accountable for?
4. What risk are you willing to take to bring an idea forward?
5. What would change in your life if you achieved your three most important goals?
6. How does it serve you to always be busy?
7. What values would you be honoring if you took 30 minutes of do-nothing time EVERY day?
8. What is getting done on the inside when you are doing nothing on the outside?
9. What about your project inspires you?
10. Without clutter, what would you have time and space for?
11. How is your clutter serving you? What is it costing you?

The Ultimate Act of Self-Care: Clearing

When the mountain of paperwork and other clutter on her desk approached Mt. Everest proportions, Amelia would “organize” by sweeping it all into paper bags and boxes that she stashed in closets and under tables.

George didn’t even bother stashing his clutter. The obstacle course from his front door meant friends and others generally just didn’t come over, and he grew increasingly isolated.

Fortunately, both individuals regained control of the clutter in their lives and miraculous things began to happen: Sorting through papers, Amelia ran across the name of a colleague whom she hadn’t spoken with for years. The following week, the colleague called out of the blue and offered her an irresistible business opportunity. George fell in love within a few months of clearing his clutter and later married.

Miraculous or not, clearing physical clutter often has the unexpected effect of clearing away emotional clutter, too, that may be holding us back from our heart’s desire. In fact, organizing your life is one of the kindest acts of self-care there is.

Think about it: When things are organized, we spend less time looking for them, reduce overwhelm, do more with less time, make better use of our talents and skills, increase our self-confidence, feel more in control and make more/spend less money.

Julie Morgenstern, in her book *Organizing from the Inside Out*,

suggests that to arrive at any kind of a sustaining system, we need to understand and work with or around our psychological obstacles to a clutter-free environment. Do you see yourself in any of these obstacles?



Need for accumulation.

People who need to keep a lot of everything around them may be filled with anxiety and dread at the idea of getting rid of things.

Unclear goals and priorities. Organizing is about defining what’s important and setting up a system to reflect that.

Need to retreat. Clutter can be a protective shield to keep others at a safe distance.

Need for distraction. Clutter can provide a convenient excuse to avoid uncomfortable issues or unwanted tasks.

Sentimental attachment. Infusing objects with emotions and meaning usually results in living with an enormous amount of clutter. Identifying these obstacles can help us create an effective, lasting solution to clutter and free us from energy-sapping self-criticism. ●

—Allen J. Boone, American author

“The most effective way to achieve right relations with any living thing is to look for the best in it, and then help that best into the fullest expression.”

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