

Where are you going?

Bob 'Idea Man' Hooey

“Only a clear definition of the mission and purpose of the business makes possible clear and realistic objectives. It is the foundation for priorities, strategies, plans, and work assignments. It is the starting point for the design of managerial jobs and, above all, for the design of managerial structures.” Peter Drucker

- What is driving you and your team?
- What is your defined purpose and strategic mission as an organization?
- What are you doing to engage and motivate your team to win?
- What are you doing to equip yourself and your team to win?

Funny how some non-structured time in the sun with a good book allows your mind to wander and wonder. Amazing how the warmth and sea air can stimulate your imagination and your ability to dream. The end of your next quarter is a good time to pause and reflect on how you and/or your team are doing. Remember those goals you set late last year or early this year?

I found myself rethinking ‘what I do’ and ‘why I do it’ on a trip to Cancun. I had a wonderful time addressing the dealer/ owners of a Canadian national tire chain. They were very receptive and open to challenge their own experiences and to revisit ‘why’ and ‘what’ they were doing. This, I believe, is the beginning of building strong, long-term foundations for profitable success under any organization. I hope my time with them will lead to additional opportunities to serve them and work with their organization. They are a great team of people!

From personal experience, having a “strongly defined” visual image of your purpose and a strategic mission of what you do will keep you focused. It will keep you fired up and excited about your business and career. It will help you ride the tough times and challenges that come with everyday life and modern-day business.

My challenge for you is to take a minute... ok, 15 minutes, and take a serious look at what you are doing.

Ask yourself:

- Why you are doing it?
- What real value do you bring to your industry, market, and clients?
- What are you willing to change to make it better, more attractive, and value-added to your team and your customers?

PS: My personal (*separate from my professional one*) mission statement includes scheduling some winter ‘Sun Time’ to recharge my batteries, have fun, and relax on occasion. Even nicer when I can combine it with the work that I love. (*Just came in from ploughing about 2 feet of snow off my driveway. Gee, what a difference a week makes.*)

© 1999-2021 Bob 'Idea Man' Hooey *excerpted from Prepare Yourself to WIN!*

Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **'Legacy of Leadership, Strive for significance – lead on purpose!'**, **'Speaking for Success'** and **'The Courage to Lead!'** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.