

Embracing Extraordinary!

(November , 2010)

As human beings we tend to move toward what we focus on! How many of us have proved that to be true by standing on the tee box waiting to hit our drive, saying over and over to ourselves, "Don't hit it into the water!"?

The question is, "What are we focusing on?" Are we focusing on not hitting it into the water or hitting it onto the fairway?

In case you don't remember, in September of 2008 there was a dramatic change in the economy. It seemed to change focus for the media, organizations and individuals. For many it caused a shift from building, achieving, dreaming and winning to downsizing, thinking smaller, pessimism and survival.

In February of 2009, people were down; they were scared and they feared how bad it could get. It was hard to find optimism. Shelley MacDougall and I had the chance to have dinner with John Furlong. We were talking to him about all of the fear and pessimism we were hearing from people. The dinner occurred a year and two days before John would welcome the world to Canada, Vancouver and Whistler for the 2010 Winter Olympic Games. He told us that he had asked everyone on his team to buy into the belief that nothing...nothing including the economy, the weather or politics would get in the way of them delivering the most Extraordinary Games in the history of the Winter Olympics.

This was not just positive thinking; it was a clear message that everyone on the team needed to know about what was expected. They would have to be much more creative to find the money in order to be more Extraordinary than any other games. They needed to be more unified in their purpose than most teams are required to be. If there was anyone on the team who needed to make excuses about not being able to deliver Extraordinary, John Furlong asked that they would step down so he could have everyone going in the same direction.

To John, lowering personal or organizational standards for any reason was an acceptance of mediocrity. When you talk to John, you will quickly learn that



he has a disdain for mediocrity and an understanding that if the leadership starts to accept it, then everyone else will.

In May of 2007, Shelley and I launched a program called the Extraordinary Leader Program. We have a segment of our program called "A Conversation with the Masters". We do at least one of these calls per month, and have them all recorded in our library for members of our program to access at any time.

Our program was created to bring like-minded leaders together and immerse them in an environment where they focus on being Extraordinary Leaders and living Extraordinary Lives. We are working with leaders from all levels of organizations, developing them with content, coaching, and learning about leadership from the wisdom and experience of everyone in the program.

We are living in a time that is calling out for Extraordinary Leadership. If being part of this movement resonates with you, please join us! If you are committed to developing leaders and enhancing the lives of the people you lead, please consider joining this program!

To learn more or to register go to **www.thecoachingdept.com** or email [Shelley](#) or [Kevin](#). Whether you join us or not, we hope you will focus on Extraordinary!