

## SELF-EVALUATION ESSAY

**NOTE: TO RETURN TO ACTIVATEPOTENTIAL.COM – CLICK THE “BACK” BUTTON.  
DO NOT CLOSE WINDOW.**

In preparation for this short essay, I gazed up at the bookshelf in my office to find a book called, *The Book of Leadership Wisdom*. It is an assemblage of musings from legendary business leaders, past and present. Michael Eisner, Sir Adrian Cadbury, Andrew Carnegie, Ray Kroc. The whole book is a fascinating read.

Beyond the craving to open the book and read it again, I noticed it was sandwiched between two others: *No Ordinary Moments*, by Dan Millman, and, *Pour Your Heart Into It*, by Starbucks head, Howard Schultz. And it struck me; the work I do every day is a blend of these ideas.

I founded and run a business called Activate Potential. Every day I coach entrepreneurs, salespeople and executives in large organizations to achieve not just what is required of them, but what is desired by them, also. I conceived the positioning for the company as a bridge between the very big ideas that have inspired great men and women for millennia, espoused by Christ, Buddha, Mohammed, and philosopher after philosopher – and the modern strategies needed to succeed in everyday business. I help my clients create strategies to bridge the intangible and the tangible in ways that elevate the lives of everyone involved - staff, customers, suppliers and their communities. It is important work. It is what I am here to do.

Coaching is leading; there is no doubt about that. Foremost, I lead by example. I root that example in six values: BIG – I seek the biggest means and outcomes possible. No small ideas, attitudes or behaviors. Real – I face and speak the truth. This invites and challenges others to do the same. From my college days leading organizations to my present work, I am the guy who shines light onto the unspoken truth, the one that, once explored, opens the door to new possibilities. Insightful – With a unique perspective and very creative mind, I translate complex topics into ideas people understand. My clients tell me I help them think in more powerful ways. I have a gift for seeing patterns and linking information to make sense of it. Generous – I not only provide a service, I am *of service*. I share resources openly. I learn and receive enthusiastically, both generous acts. Humorous – Humor is perhaps the least appreciated communication tool. Trustworthy – I am a confidant. I impose high ethical and moral standards on myself. By living that way, I am trustworthy to others.

Presently, my clients are attracted to the strength of my character, first, that I inspire them to work and live more vigorously and creatively, second, and that together we make a potent team for fresh thinking and practical strategies that achieve their objectives, third. Character. Inspiration. Strategy. Fortunately, all of my clients crave the kind of leadership that starts in the realm of character and inspiration, and the calling to create something fantastic. Many of them are self-employed building something they themselves dreamed of. They know I live on the high road, and so they trust me. With inspiration and trust, we get on with the business of the day – leading a growing organization.

By combining the spiritual and philosophical value I already bring to clients, my executive and international business experience and current, advanced leadership education, I can more quickly grow my business, and serve more people. So, there is an imbalance in the current Activate Potential offering; while effective, it leverages leadership by intuitive process and personal experience. I believe by putting those assets together with the MSEL, I can be an even more useful effective resource.

My way is to lead by integrated example. I pour my heart into everything I do. I am an insatiable learner, a maximizer of whatever I touch, an integrator of knowledge and skills for the benefit of everyone involved. I inspire naturally. I build community. So, if my coaching leadership work were a graph, the direction is up and to the right. If you feel inspired and positively incited to act boldly having read this, contact me. I can help you create new levels of success.

**TO RETURN TO ACTIVATEPOTENTIAL.COM – CLICK THE “BACK” BUTTON.**