



Prepare to swim the English Channel and then drown in champaign.

Are successful executives passionate about plastic injection molding, Styrofoam, or manufacturing paper? Not always. But successful executives are decidedly passionate about leadership, growing a business, profitability as well as creating opportunity and value.

Consider Pike Place Fish Market of Seattle. This small business decided to set a goal of being world-famous. Again, they are a fish market! When your job is to handle slimy, smelly, dead fish all day, how does a business become world famous? Rather than change **what** they did, they changed **how** they did it. They made it fun, one mundane task at a time. For example, when one person would call out an order, everybody else would yell it back. They physically came out from behind the counter to engage customers. They started throwing whole fish from the front display to behind the counter to another employee. Flying fish brought smiles, a lot of sold fish... and yes, world fame!

How can you be passionate? Groom passion with the **PASSION** acronym:

Persistence. The words 'Press On' were coined by President Calvin Coolidge. His full statement is: "Nothing in the world can take the place of Persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press On' has solved and always will solve the problems of the human race."

Amplifying yourself. Amplifying is not a chest-puffing, braggadocios exercise. It is a thankful recognition for your gifts with a desire to share your gifts with others. For instance, when you appreciate others in their role as team members and affirm their talents and gifts, the echo of your affirmations amplifies your leadership skills in our push-me, pull-you mutual success.

Strategy. Thinking strategically allows you to sort through clutter, seek opportunity and a streamlined path to that opportunity. With eyes on your goal, you can find the best path toward achievement. Strategy asks the question: What if? Then strategy selects the appropriate option and strikes with action!

Stamina to keep going in spite of setbacks. Embrace the Japanese proverb: Fall down seven times, get up eight. Everyone hits the wall. It happens. What really matters is what you do afterwards. Whatever your re-center technique is, practice it. Be ready to use it. Having a plan in place to refocus will boost your confidence and overcome the setback faster.

Intelligence to make decisions that positively impact your goal. What good is a team of energized professionals who are ready to “go for it” but wallow instead in marginal pursuits because they are waiting for you to make a decision? Indecision is a decision that carries a high price. Do your homework ahead of time and be prepared to make needed decisions.

Objectivity. Successful executives are open-eared to listen to others and open-minded to consider their ideas. A good leader values objectivity to allow ideas to freely flow and be freely discussed like a gold miner pans through silt looking for a gold nugget.

Networking. Networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others. Make your personal brand and communicate your passion. Passion attracts. Period.

Cultivate **PASSION** with your own goal. “Prepare to take a great leap forward. Prepare to swim the English Channel and then drown in champagne,” said *Mad Men’s* passionate but fictional Don Draper. Paraphrase the rest of his motivational pitch. “When I throw a fish (or fill in your own blank), the world will know I have arrived!”

If you need help rediscovering your passion in your executive role, please contact Scott Robinson at Robinson Resource Group, office 708-738-5040 or email Scott@RRGexec.com.