

DR. LOIS FRANKEL

Get and keep the job you want.

First, many thanks to those of you who called and wrote after my appearance on The Today Show. It pushed the book, **Nice Girls Don't Get the Corner Office**, to #1 on amazon.com's bestseller list. Appearing on the show was a dream come true... which just happens to be the topic of this month's coaching tips.

I'm often asked how I managed to build a coaching business, write books, and still have time for keynote speaking. The answer is simple: *vision*. I know first hand the power of vision. It isn't something magical or other-worldly. It's about having a laser focus on your goals. Lately I've been sharing the story about how whenever I was in New York I would make it a point to walk by the set of The Today Show and pause to envision myself being interviewed. After a few years of doing this it became a reality. And this isn't the only example I could give you. There are many more. Instead of getting into those, let me give you some coaching tips for making *your* dreams come true.

1. Clearly define what you want. Too many people have an idea of what they're after, but aren't clear enough about the specifics. You can't want to "build your business" or "get a promotion." Those goals are too vague. Remember the line from Alice in Wonderland: *if you don't know where you're going any road will take you there.*

2. Factor in your values. People often tell me they've achieved their goals but still aren't fulfilled. This can be due to the fact that the goals weren't aligned with their values. Futurist Joel Barker tells us, "Your vision defines your direction. Your values determine the "rightness" of that direction."

3. Develop a game plan. It doesn't have to be complex but it does have to give you a good idea of what you should be doing, who you need to help you, and when you're going to achieve each step. After September 11th and the ensuing economic decline, our firm was impacted just like so many others. We had two choices: fold or develop a strategy for survival. I'm pleased to say we not only survived, we thrived by following our game plan.

4. Commit yourself to doing whatever it takes to achieve your vision. As the Goethe phrase on our website points out, "Once one is committed then providence moves too." You can't be only partially committed and expect to achieve success. It's a little like the chicken and the pig, both of whom were asked to bring something to breakfast. Who was more committed?

5. Be careful what you wish for because you're going to get it. In other words, plan for success. If your vision is to increase sales by 15% in the first quarter, ask yourself if you have the staff to accommodate that growth. One of the best pieces of advice I ever received was from a business advisor who said, "You pay in advance for capacity." If you don't have the infrastructure required to sustain success you can wind up damaging your reputation. This is true whether you run a company or a department.

I'm already working on my next book, **Nice Girls Don't Get Rich: Myths, Messages and Mistakes that Limit Living an Abundant Life** (Warner Books, 2005). If any women readers have stories about the messages they've gotten and mistakes they've made around money I'd love to hear them. Until next month, stay well.

Best regards,

Lois P. Frankel, Ph.D.