

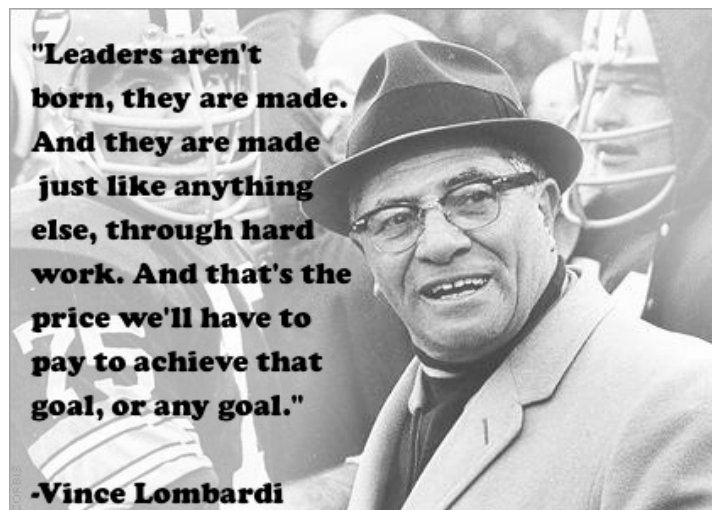
A White Paper by
Clausen Consulting, LLC



The Shocking Secret of Successful Leaders

Lorinda Clausen, President

As a Vikings fan and a human being who has a life, I've always loathed this quote by former Green Bay Packers Coach, Vince Lombardi:



It's just not sexy. What about simply being born a leader and being naturally blessed with all the gifts and talents it takes to influence others? What about riding on my strengths, never doing the hard work of looking at those derailing blind spots? That sounds so much more appealing to me. Why all the talk of hard work, Vince?

He would probably answer me with, "Because it's true." And I would humbly concede that Vince is right.

While every leader has a varying degree of talent, it is sheer hard work and a tenacious dedication to learning that helps you reach the top. Hard work is the shocking secret of successful leaders. Ideas don't happen because they are great. The genius is in the execution, the hard work of actually carrying out all the things you say you're going to do. This implies sweat, self-discipline, and tenacity. I think this is what Malcolm Gladwell teaches us in his book *Outliers* when he proposes that a true mastery of anything requires 10,000 hours of doing it. There are no shortcuts to lasting success.

The good news is we were never meant to do all this hard work on our own. We need the wisdom and objective insight that others bring. We need a fellow traveler who we trust to point out our blind spots and who we depend on to encourage us when all we see are obstacles.

Executive Coaching does just that. Executive Coaching is becoming one of the leading tools that leaders use for living extraordinary lives. What exactly is Executive Coaching? Simply put, it's an efficient, high impact process that helps high performance people in leadership roles improve results in ways that are sustained over time.

Executive Coaching has proven to work when two factors are present:

- There is a gap between where you are now and where you want to be
- You are willing to work hard, grow, and take action

With these in place, the stage is set for big results and benefits.

When you engage in Executive Coaching, you will see results. Guaranteed. These are some of the benefits you can look forward to. How would you like to...



1. Take More, Better, and Smarter Actions.

The first task of Executive Coaching is to find out exactly what you really want for yourself. Once you create objectives that are clearly in line with your professional vision and personal values, you are much more likely to naturally and consistently take actions to reach them.



2. Have A Balanced Life.

Professional success is maximized when you enjoy hard work and life balance. An Executive Coach will discuss how to carve out enough time so your life and work are exactly the way you want them to be.



3. Make Better Decisions.

An Executive Coach will help you become focused as you share ideas. They will be subjective enough to want a lot for you, yet objective enough not to be biased or self-serving. You'll also find that just talking about your options with someone who listens skillfully is often enough to clarify things.



4. Reach For More.

When you have a Coach you trust, you will reach for much more because you can afford to. Are you ready to think big and really live your life fully? An Executive Coach is a partner who will hold you accountable to do the hard work it takes to do big things.



5. Have More Sustainable Energy.

Your Coach will help you identify the things that drain your energy, and create a long-term strategy to eliminate them. In addition, you'll focus on the things that give you energy, and explore how to maximize their impact. This is working hard and working smart. When you're happy and productive, you have more sustainable energy to work hard, play hard, and enjoy life!