



**What Will Your Next Chapter Unveil?
By Ann Golden Eglé, MCC
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If you're not growing, you're dying. We've seen this to be true throughout all areas of business and financial institutions through the years.

The question is this: "How many leaders truly give this concept its due consideration?" Is our company growing, dying or somewhere dangerously in the middle? Are our people growing?

We make business plans, forecasts, budget projections. Each annual planning session contains lengthy off-site and high spirited brainstorming meetings to 'guess' what's in store for our businesses this coming year.

Do we take time throughout the year for a quarterly business check-in? Has our business or possibly career stopped growing? Perhaps a new chapter has begun without our knowing it, as we've been so busy? It happens.

Are we paying attention? What are the consequences of not paying attention?

Market trends change; companies are sold; key personnel leave and are replaced; new positions open; client and customer preferences change; markets, rival products and newly emerging competitors bring about change.

These new chapters are often unveiled when I start working with a new client. For each we look at where they are, where they want to be, how to get there and what's in the way.

What gets in the way is oftentimes the realization that a major change has occurred. Without realizing the ramifications, they've started a new chapter.

For example, a leader has wanted to strengthen her skills for years, however her position was far too demanding to find time or resources to do so. Seemingly overnight everything changed.

One-by-one her highly qualified staff moved on to new opportunities and replaced with novices.

The skills she thought she needed to elevate top level producers to new heights are different than what she now needs to train and inspire brand new employees to excel.

Another example, you are Board President of a highly successful, fun and fast paced company. The CEO resigned. His replacement is brilliant, yet extremely difficult and unreasonably demanding. This new CEO wants to take the company in a new direction.

In both examples, the leader can feel the heaviness of the undesired change thrust upon them. It can be daunting. Apathy could arise, and considerations may include leaving the position.

Or they can be awakened with excitement of what these new challenges bring about. Brand new people, ideas, directions and opportunities.

New chapters are a welcome opportunity to change the status quo. To grow and thrive and take yourself and your company in a new direction. To develop new skills and to learn what's now possible for you and for your company.

Here are some considerations if you have started or foresee a new chapter beginning.

- 1) Take the best of the past and move on. Don't focus on how things used to be.
- 2) Ask for help. You are surrounded with wise and experienced sources. Call upon them.
- 3) Allow bold, creative ideas to flow without restraint. You may be surprised where you land.
- 4) Take care of yourself and encourage others to do so. Change can be draining.
- 5) Be positive. Don't settle for anything less from your team.
- 6) Be accountable, hold others accountable to stay in the game.
- 7) Define this new chapter, perhaps create a new name for it to keep forward momentum.

New chapters can be exhilarating with the right perspective.

I challenge you to look closely at where you are in your business. Where do you want to go? What new chapters lie waiting for your decisiveness and action? Take steps to begin to make it happen today.

On a final note, with the loss of our beloved Pamela Hulse Andrews, Cascade Publications has begun a new leadership chapter. As a 20-year CBN contributor and advertiser, I applaud Jeff Martin and his team for not missing a beat during this personally challenging transition. Jeff has spent 20 years preparing to take the helm and has already begun to take their publications to new heights. Congrats and thank you, Jeff and team! What a beautiful legacy Pamela has left.

Master Executive and Leadership Coach Ann Golden Eglé, MCC, has steered highly-successful individuals to greater results since 1998. President of Golden Visions & Associates, LLC, Ann can be reached at 541-385-8887 or subscribe to her newsletter at GVAsuccess.com