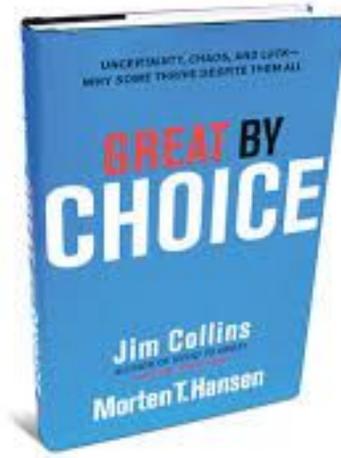


Choosing Greatness

Version 2.00

This white paper originated from inspiration from “Great by Choice” by Jim Collins and Morten T Hansen



**“Greatness is not just a business quest,
it is a human quest.”**

Jim Collins and Morten T Hansen

Version 1.30



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Is being great really a choice?

Imagine . . . if we and all those around us were to learn to make the right choices to be great.

What would our lives be like?

A few definitions of great:

adjective \ˈgrāt. Southern also ˈgre(ə)t\

- : remarkable in magnitude, degree, or effectiveness
- : markedly superior in character or quality;
- : remarkably skilled : marked by enthusiasm :



“At Bucci and Associates in partnership with Legacy Partners, we seek to be amazing students and learn each and every day how to make better choices in choosing to be great. We have a passion for sharing all that we’re learning with our clients, partners and those in our networks and invite you to Pay It Forward and share this white paper with family, friends, co-workers, clients, partners . . . or really anyone you believe is seeking greatness. We believe that we can accomplish far more together than we ever could on our own.”

Have we ever felt that we were not living up to our full potential? Check out the following fun quiz and see how you do. The following sections will then assist you in being focused on what can make us and those around us, even better.

1 to 10, with 10 being the highest or the best. ___ is for me, second ___ for we

___/___ 1. How well I / do we thrive in uncertainty. (Chapter 1)

___/___ 2. How prepared am I / are we for emergencies and how will do I /we embrace both control and non-control. (Chapter 2)

___/___ 3. How disciplined of a person am I / are we, or disciplined of a thinker and disciplined in taking action. (Chapter 2)

___/___ 4. How well I / we come up with creative ideas in response to previous patterns of what works.

___/___ 5. How well I / we maintain continuous long-term efforts with great consistency towards a goal. (Chapter 3)

___/___ 6. How would I / we rank my ability to zoom out to big picture to see tasks needed, then zoom in to details to get things done? (Chapter 5)

___/___ 7. Do I / we have a specific and clear set of guidelines to apply long-term on what to do/ not do to get to our goals. (Chapter 6)

Have we ever been motivated / inspired to take action ... and then not followed through? How do we prevent that from happening? Connect with the individual / organization who passed this white paper along to you and ask them about starting / joining a Success Circle of 12 mastermind group. Mastermind groups help us to follow through!

www.DNAforLIFE-Laws.com/cool-free-stuff/sc12

When we think of **greatness**... what or who comes to mind? What brings someone into the category of “great” versus “good”... and what made that change happen?

Write down a few thoughts or experiences that come to mind:

The book “Great by Choice” that inspired this white paper mentions making “enterprises” great. It refers to an application of nearly any effort - many may think of a business, but it also can be applied to a non-profit organization, ministry, volunteer connection, or even a family or personal relationship. The concept of greatness doesn’t stop at a single place!

One area of my life I would like to make great is: _____

Being a great leader, and thriving in uncertainty takes a certain focus. Life is full of surprises and uncertainty. But it’s about how we react and work through those moments that counts. This is not limited to a certain personality...great leadership is found in a variety of people. Part of it is being “*passionately driven for a cause beyond yourself.*”

Thriving on Uncertainty

- It’s not about reacting but *creating*.
- What brings greatness . . . how do we see what we don’t see?
- There is a difference in behaviors, not circumstances
- Fanatic discipline, empirical creativity, productive paranoia - 3 often repeated concepts throughout the book
 - Empirical creativity: Empirical means looking for evidence rather than relying on conventional wisdom, authority, or untested ideas - using that to validate creative instincts

What may be one area in my life where I am looking for evidence to support my way of thinking rather than open minded, looking for a new way to think?

Determining Your 20 Mile March

- It's about discipline, having consistency and to keep going. Having long term, hitting performance markers on a regular basis. Pacing yourself - don't lag behind or rush.
 - Tangible accomplishments during adversity gives confidence. Train hard even when you feel bad. Never blame circumstance or environment.
 - A 20 mile march to improve results brings confidence, which then brings discipline.
 - **Question: What is my 20 mile march that I commit to for the next 15-30 years?**
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Firing Bullets, Then Cannonballs

Stay alive in the wild ocean of life by trying out bullets to find the right target, then put more into a cannonball to make a great hit. If you fire your cannonball first towards an attacking ship, if you miss... you die. If you try out bullets first to find the best aim / approach, then you can have a well calibrated cannonball towards your intended target!

- You tend to have more bullets than cannonballs and can adjust as you go and find out which bullet hits a target well - once you find it, load up the cannonball.

If you never fire a cannonball, you'll never do anything great - it takes some commitment after bullets.

Question:

Which of the following behaviors do you most need to increase?

- Find the right targets
 - Firing enough bullets
 - Resisting the temptation to fire uncalibrated cannonballs
 - Committing, by converting bullets into cannonballs once you have empirical validation
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Simple, Methodical, and Consistent

In the book, this is referred to as SMaC.

- The more uncontrollable your environment is or unforgiving, the more SMaC you need to be. It brings order and imposes consistency when slammed by disruption

What are the most uncontrollable, unforgiving things in our business / organization / life?

What specific / concrete actions will we take to simplify things and then be methodical and consistent with with these actions?

Recommended Reading: www.dnaforlife-laws.com/cool-free-stuff/committed

Working with Others Towards Greatness

Finding the right people... it's about the WHO sometimes. In the chapter "Return on Luck" mentions "*Who luck -- the luck of finding the right mentor, partner, teammate, leader, friend is one of the most important types of luck. The best way to find a strong current of good luck is to swim with great people*"

Work with Legacy Partners, or connect with the person who passed this white paper along to you and see if there's an untapped avenue of great people to help you in your pursuits.

Legacy Partners is group of business owners and leaders who mastermind together greatness. There is a "**Gift 30 Minute Strategy Session**" which others have found to not only be interesting and full of insight but many have referred to it as "Life Changing." www.DNAforSuccess.com/30min-strategy

Goal To Complete Complementary 30 Minute Strategy Session: ___ / ___ / ___

Now think back to what you wrote down in the beginning about what you thought of greatness. The concepts shared here are meant to guide you, perhaps build on some of your own experiences and thoughts, provide new ones to consider. Perhaps you have something to add to this from your own journey to greatness? We would love to hear from you.

Questions . . . Connect with the individual who passed this along to you or feel free to call 888.230.2300 or outside the US 630.393.9909.

Other Powerful White Papers:

Being A Great Team Member:

<http://dnaforlife-laws.com/cool-free-stuff/success/system/member/>

White Paper Library:

1 Minute Power Video Library: <http://themvpnetwork.org/examples/>

Thinking Differently Video Library: <http://dnaforsuccess.com/video-trailer-library/>

Q & A

Q1: What is my next step?

Answer ~ What is your personality and what does that have to do with me choosing to be great? What's interesting is that every person is built to be great . . . but we must make a choice to be great . . . and often we don't make that choice? Why not? The answer seems to rest in the core of what personality are we? Each individual has a unique blend of personalities and based on the unique "Geo Test" and the "Pain Quadrant" test within Personality Masteries there are 65,536 possible combinations.

Don't worry . . . it's easy to take a free online 3 minute test which quickly reveals our very unique personality. If someone says to you "I've been through something like this before." you can confidently say . . . "Hmmm, pretty sure you haven't."

Each of the 65,536 combinations really have a path to greatness which can be discovered in what is called a short 30 minute Gift Strategy Session. This is done through a non profit organization which has a vision of helping every single person in the world discover their own path to greatness as a result of discover their own unique personality type.

To complete your 3 minute free online assessment go to:

www.DNAforSuccess.com/30min-strategy

Our greatest strength . . . is our greatest weakness . . . and our greatest weakness . . . is our greatest strength . . . misapplied.



Q2: What is an entrepreneur and what does that have to do with “Great By Choice?”

Answer ~ Being an entrepreneur is where employees look at their positions, their roles as if they were the owner of their own company. Even part time students are starting to take on the perspective . . . “I own a receptionist company” how do I treat my boss, the owner of the company I work for / with as a customer.

Author and speaker, Ski Swiatkowski shares in “Make Yourself The CEO” captures how to “Think Differently” about your position in any, company as if the team member were the owner of that company. When we take personal ownership of whatever role / responsibilities we have and treat everyone around us and all those we come in contact with as valuable customers, we learn to think differently about all that we do.

We learn to work smarter, figure out how to be more innovative, be a part of the solution rather than being a part of the problem. We take pride in all that we do and look for solutions which most would never do. In short . . . we learn to Think Differently and in a way that we choose to be great.

Sheryl Neighoff, HR Director for www.TanglewoodConservatories.com views her role as the owner of a HR firm. She’s never considered herself a salesperson but now eagerly embraces that role to recruit and retain the best employees.

Mark Boersma, international speaker and author, business and social entrepreneur shares how when he was 15 years old he looked at his job of being a custodian as his own company and while in college he started his own business and residential cleaning business. Mark shares how he worked for two McDonald’s franchises while in high school and learned more businesses lessons than he did with his three college business degrees . . . all because he made a choice to be great, by thinking in his own mind he owned the companies he was working for.

Q3: What if I don't know how to make choices to be great?

Answer ~ Great news! Just by asking that question, you're on the right path. Well done. An amazing book "How to be the best student in the world . . . in anything!" was co-authored by three out of the four co-authors who were five years old and younger.

Young children ask a lot of questions. When we study young children we see how curious they are AND that combined with being willing to ask questions . . . WOW, what could we learn? <http://dnaforlife-laws.com/e-book/best-student/>

A movement seems to be moving around the world which is helping individuals to learn to Think Differently about many things. There are mastermind groups committed to helping us come together with people who think very differently than we do. Learning to open one's mind to THINK DIFFERENTLY QUICKLY where we're no longer enslaved by our past "failures," our own fears or insecurities. Learning to be Great By Choice is a journey not a destination. <http://dnaforlife-laws.com/cool-free-stuff/think/>

Many employees / team members as well as companies are learning the benefit of helping each and every team member to discover how to learn that we do have a choice to be great and how can we all work together in making choices which assist us all to do far more together than we ever could on our own. The five white papers included in "Becoming An Amazing Member" will help us all to start to play off the same sheet of music.

<http://dnaforlife-laws.com/cool-free-stuff/success/system/member/>

Q4: What does my Life Vision have to do with Great By Choice?

Answer ~ Our Life Vision is knowing precisely why we were put on this planet. Most people, it seems, are not real clear as to the Life Vision, which means it's kind of like we're putting together a 85,000 piece puzzle . . . without having the picture to work from.

A great non profit organization which helps people, without any charge discover their Life Vision is Legacy Partners / Life Masteries Institute. Once we become clear as to our Life Vision, it seems that everything else in life, yes even the hard things, seem to all fit nicely together. We understand the hard things in life.

30 Minute Gift Strategy Session: <http://dnaforsuccess.com/30min-strategy/>

Discover My Life Vision: <http://dnaforlife-laws.com/life-vision/>