

Connected

Life is more than just reaching our goals. As individuals and as a group we need to reach our potential.

~Max Depree

Goals vs. Potential

For many of us setting goals has become a way of life. We live off the thrill of setting goals, only to accomplish them!

The setting of goals does not end with the mere setting of the goal, but in the accomplishment of the goal. It is in this accomplishment where meaning, value and purpose may be found- at least sought after! I think that for the most part we are good at setting goals, however, where we really miss the mark is in reaching our potential.

Potential is defined as the “capacity for development”. In other words, what is your capacity in all that you do, in all that you feel, and in all that you can become? This should be a stretch for both yours and my concept of who we are as individuals. Unfortunately, our culture and communities often limit our perception of our capacity in becoming all that we can. This is one reason why one of my core statements is to be *my* best, rather than being *the* best. There is an underlying flaw when we are continually told to be better than others in sports (for non-professional athletes) , in business, and in life. This is not a win-win equation!

Reaching our capacity requires a win-win focus and a “being our best” ideal shift! Go ahead be your best- your capacity to be is larger than you know!

In Friendship,

