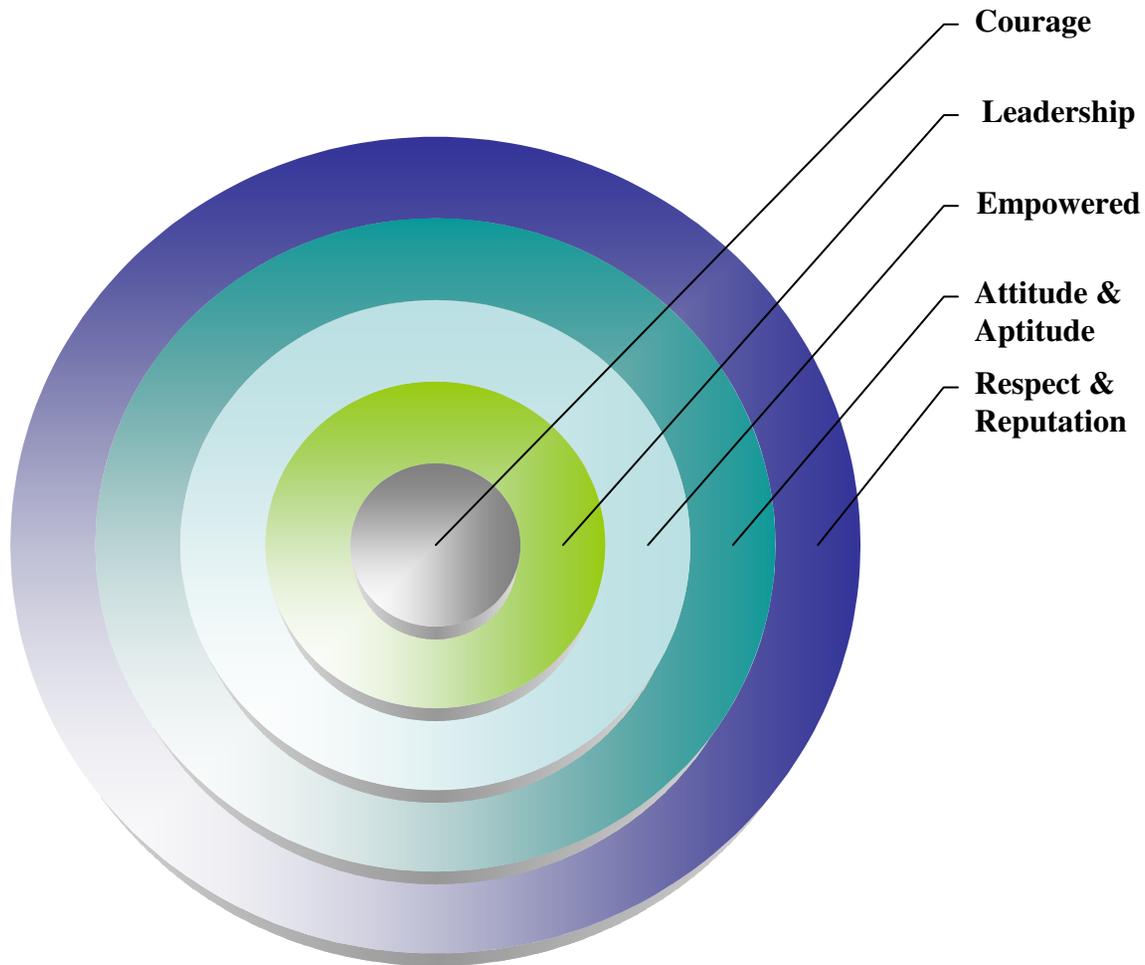


You Must Be CLEAR About What You Want

– by Yvonne F. Brown



Clarity of vision is a key component and critical success factor to achievement of your dreams. We often embark on our life's journey simply moving from day to day without a specific plan or even written goals and objectives. As you move through the days and hours you find that the years skip merrily along, while the days take their toll. Without a plan you simply accept and react to daily events without the merest idea of how you attract people and events. Wandering from moment to moment in reactive mode you awake one day wondering how your life evolved into the unacceptable reality and existence you dislike so much. Another moment passes and you find yourself in another decade of your life wondering how you got there. You are like a ship adrift without a map, without a purpose, without a destination. You wonder *“is there still time? Can I still achieve my dreams? What were my dreams? Were they my dreams or the dreams of another? Is it still possible to reach my destination?”*

The truth is that we all arrive in this life with a purpose. As children we sometimes sense it. However, without guidance and hope we lose our purpose, and as we assume the responsibilities of survival, we set our true purpose in life aside.

Then one day something awakens in us and we begin to ask the questions. *Why am I here? What is my purpose?* Then with luck, you set upon your course to reclaim your purpose. But like a ship you need a map, you need goals, *you need a personal vision* in order to set your course and sail into the sea of your destiny. This is why you need to be **C.L.E.A.R.** about what you want.

Admittedly it is not easy. If it were easy everyone would do it. It can only happen when you decide that you are willing to do whatever it takes and move forward with purpose, reason, rational self interest, and self esteem.

Your Vision will need **Courage, Leadership, Empowerment, Attitude & Aptitude** and finally **Respect and Reputation**.

COURAGE: You must have the courage to make the changes necessary to achieve your dream. The Universe often tests you to determine if you really want what you request. As you set upon your quest, you will encounter brick walls in the form of people and experiences that test your mettle and cause you to probe deep inside yourself. Often you find something terrifying, perhaps from your youth that you had buried deeply because of the pain it caused you. It may take years to turn your head and look upon that thing that made you turn away from your purpose. But when you do, if you have the courage to face it, set your goals, and commit to achieving them, you will find the hero/heroine within you that you had put aside. Once you are able to tame the demons and face your own genius, you burst easily through the brick walls. It is then that you realize that they were not brick walls at all, they were like rice paper and what you once thought of as bricks was only the imprint you yourself put upon it.

We all have courage; it only takes the right opportunity, a commitment to our goals, and breakthrough, to bring it to the forefront and achievement of our dreams. To deny the truth is to continue to live in fear. The truth is you are aware and not proud of having denied yourself the purpose you brought with you into this world. But, there is always still time and opportunity to reaffirm and live that purpose. All it takes is a commitment to determine what you truly want and focus like a laser beam upon it. With the right mindset you are able to slay the beast within and claim your true reason for being here in this life. Then you will know peace and happiness as you move forward into your true destiny

. Your courage will grow as you grow, and the person filled with energy that you see in the mirror will daily fill you heart with joy as you greet each day with high expectations, positive energy, and attain high achievement in your life and your career.

LEADERSHIP: Self Directed Leadership is an integral part of the CLEAR model. Often clients are able to lead colleagues, family, friends, and the community, but fall short on leading themselves. They say things like, “I find it easy to help others make a life change but when it comes to my own life it is extremely difficult.” This is where self directed leadership comes in. It helps you to make a commitment to help yourself to achieve your deepest desires.

Women sometimes find it difficult to focus on themselves as they are socialized to consider that as being selfish. As your coach, I help you to unblock those learned behaviors and empower yourself to be more successful.

EMPOWERED: Once you have committed to the process of self directed leadership, you must empower yourself to take action and achieve your hidden deepest desires. Trust and empower yourself. Listen to your inner voice. In his essay on “Self-Reliance” Emerson talks about

“Listening to that inner voice and going with it against all voices to the contrary. I don’t know when I started to understand that there was something divine about that inner voice... To go with that – which I confess I don’t do all of the time – is the purest, truest thing we have. And when we forgo our own thoughts and opinions, they end up coming back to us from the mouths of others. They come back with an alien majesty ... When I have been most effective; I’ve listened to that inner voice.”

The process of reinventing yourself starts with an internal focus. You already have the ability to achieve your vision. All it requires is being aware of your abilities and insights and practicing effective behaviors that express your natural talents.

ATTITUDE & APTITUDE: Now that you are empowered and practicing self directed leadership to attain your desires, the next step is to ensure you have the attitude and the aptitude. *Empirical data demonstrates that both of these skills are critical success factors to achieve your objectives.* If you have the right attitude but do not possess the aptitude you will fail. Conversely, if you have the aptitude and the wrong attitude failure is assured. Thus it is critical that you have both the attitude and the aptitude in order to achieve the objectives set before you created your vision.

Aptitude can be achieved through measurement of behavior, leadership style, management style, and lifestyle assessments, then taking the necessary steps to bring the required skill to a level of excellence.

Attitude on the other hand is something only you can change. Without an attitude of commitment to your vision you cannot succeed. As your coach I help you to measure and increase both of these traits to ensure you achieve your vision.

RESPECT & REPUTATION: Your reputation always precedes you so act with integrity in all that you do. *“You can tell a lot about a person by the way they treat those who can do nothing to them or for them.”* Find out what you are about and be that. Be true to yourself and who you are and don’t lose that. Often it’s very difficult to be who you are because it doesn’t seem to be what everyone else wants from you. But when you are true to yourself and communicate with integrity, character, and honesty, your reputation will be respected by others and your own self respect will increase exponentially as you remain authentic.

You may have heard the term “your reputation precedes you.” You may also have heard the saying by Ralph Waldo Emerson, “who you are speaks so loudly that I can’t hear what you’re saying.”

Your personal story is all that you have, and through your story you can live forever through the lives that you touch, and the fact that you lived our life authentically, with purpose, and in prosperity. This prosperity may not be one of financial success but can one of integrity, that brought joy and richness to you, your family, and to everyone whose life you touched in a positive way.



Yvonne F. Brown is an internationally known speaker, trainer and employee performance specialist, who has developed programs that lifted the spirits of people worldwide. Her work helps people improve their lives and organizations encourage personal achievement and character development.

She is the author of *Self Creation: 10 Powerful Principles for Changing Your Life* and *Proven Ways Women Overcome Obstacles and Succeed.* She is a keynote speaker and trainer who has facilitated seminars in Europe and across the United States. Her personal mission is “to enhance personal performance and inspiration by integrating ethics, integrity, and value in leadership and personal behavior.”

Yvonne’s E⁴ Coaching helps you find and live your personal vision. Visit www.yvonnebrown.com for your 30 minutes of complimentary coaching valued at \$150.

“To live, man must hold three things as the supreme and ruling values of his life: Reason—Purpose—Self-esteem. Reason, as his only tool of knowledge—Purpose, as his choice of the happiness which that tool must proceed to achieve—Self-esteem, as his inviolate certainty that his mind is competent to think and his person is worthy of happiness, which means: is worthy of living.”
– Ayn Rand, *John Galt's Speech*