

NEWSLETTER APRIL 2009

HOW DO YOU KEEP FOCUS IN THE DIRECTION OF YOUR PURSUIT?

“A true dream is focussed into a clear vision with rationale and structure.” (Peter J Daniels)

Have you ever intended to think through a matter, and found that no sooner had you started that your mind had drifted miles away from your proposed direction? Does this happen often and does it have any effect on your ability to stay on the path of your ultimate direction in life? What impact does this distortion have on the choices you make? One of the ways that I have employed and has helped me maintain my life's direction and pursuit is the regular recall and revision of my personal vision and mission statements (although these differ from my corporate statements, they are all aligned), which serve to guard those things that I choose to do or get involved with.

Below is an excerpt from my book, *Dream and Achieve* which may assist the formulation of your own mission and vision statements (personal or corporate).

Create your own mission statement ... A mission statement helps to define your direction. It is a clear and bold expression of the reason why you exist. It should also guide and enable a mental comprehension and eventual realisation of one's purpose and destiny on earth. Your mission statement should stimulate you to think and assess yourself in line with the opportunities that are available. The information that you derive from (i.e. dreaming) above will also assist the creation of your mission statement. Sticking to a plan or reaching a goal requires a sense of mission, without which many good intentions never materialise.

My mission is 'to create an avenue for economic development in the lives of other people in a mutually beneficial way'. Create your own vision statement The exercise that you perform in above will aid the creation of your vision statement. Start from this premise: It is five years from today's date and you have an abundance of resources. You now have the task to describe it - as if you were able to see it, realistically around you. A vision statement tells it as it should be. There is no rule as to which statement (mission or vision) is created first. You only need to ensure that you are flexible enough to let these two statements feed off one another.

My vision is 'to see the evidence of the good deeds of enlightened wealth personality in every community'. As shown with the above excerpt, I encourage you to define your life's direction so that you may somehow arrive there or at the worst, be found going in your predestined direction.

See <http://www.getkola.org/event.html> for some media comments on my book 'Dream

and Achieve'. Order your copy online today from <http://www.trafford.com/08-0066> or from www.amazon.com or www.amazon.co.uk (for worldwide delivery). The book is also available as an e-book via <http://www.trafford.com/08-0066> as well as being carried by most bookshops around the world! Kola Olutimehin BSc FCCA, is the author of 'Dream and Achieve'. An Information Tycoon, (who is an internationally acclaimed Inspirational Speaker and Publisher), Business Consultant, Investor and Chartered Certified Accountant, Kola conducts 'Dream and Achieve' seminars and various conferences in addition to bespoke workshops to organisations and individuals. Reach Kola via www.getkola.com or send an email to info@getkola.com <mailto:info@getkola.com>

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To obtain a copy of 'Dream and Achieve, go to <http://www.trafford.com/08-0066> ;
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