



Transformation Edge
Coaching & Consulting



4 Principles for Breakthrough & Success

In Achieving Any Meaningful Vision or Goals

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Executive Summary

Every business owner and every leader has something in common with athletes, parents, educators and extraordinary people; they all want to experience success. Yet success eludes many, who experience cycles of start and stop; that fall short of their desired goals. Yes, we need the skillsets, the knowledge, the ability; but that's not enough. We also need synergy, the fuel that allows us to build and sustain momentum to achieve our most meaningful goals.

For every goal, there is a need for us to integrate both mental and physical potential, into strategic actions. Focusing on one or the other, will leave us short of success. Building a support team, or at least having an accountability partner allows us to win at the inner and outer game; the mental and the physical. There are no short cuts to success, but there are four simple principles that consistently pave the path to success.

CONTENTS

Executive Summary	2
Mental Potential	3
Principle 1	3
Vision	3
Principle 2	3
Shift	3
Physical Potential	4
Principle 3	4
Strategic Action	4
Principle 4	4
Support and Accountability team	4
Principles Connection	5



Mental Potential

Our mind functions as the Central Processing Unit (CPU). If we are going to accomplish anything substantial, it begins in our mind. It has been written about extensively in our best institutions. Thinking precedes our actions. We are taught from an early stage to guard our thinking, as it will soon become our actions. During their work at Harvard¹, Argyris and Schon put forth works pointing to the influence that our thinking has on our actions, our effectiveness and our organizational success.

Principle 1

Vision

Vision is often referred to as our "mind's eye". What do we see, inwardly? Our dreams, deep desires and aspirations. These capture a place we want to be, or something we want to see in the world around us; perhaps a legacy of our life. These are the seeds of what inspires us. When visions disappear from our lives, we live without sustainable energy.



The first principle to put into action then, is clarifying your dreams, goals or aspirations into something that you can communicate.

VISION

“ Without Vision, our passion has no anchor, and our actions get lost in the sea of meaninglessness, then hopelessness sets in.”

- Sackeena Gordon-Jones

Principle 2

Shift

SHIFT, described by Sackeena Gordon-Jones, as the occurrence of change that starts deep within, built on new awareness and understanding that compels one to see something so simple and yet so profound, that its life changing.

The second principle then is to have a transformative mindset. Be willing to see new perspectives of you and your situation. When we're open to the fact that our vision emerges from a sovereign being and that we are here to play a part of something bigger than ourselves, shift happens.



¹ (with C. Argyris) *Theory in practice: Increasing professional effectiveness*. San Francisco: Jossey-Bass, 1974. *The Reflective Practitioner: How professionals think in action*. London: Temple Smith, 1983.



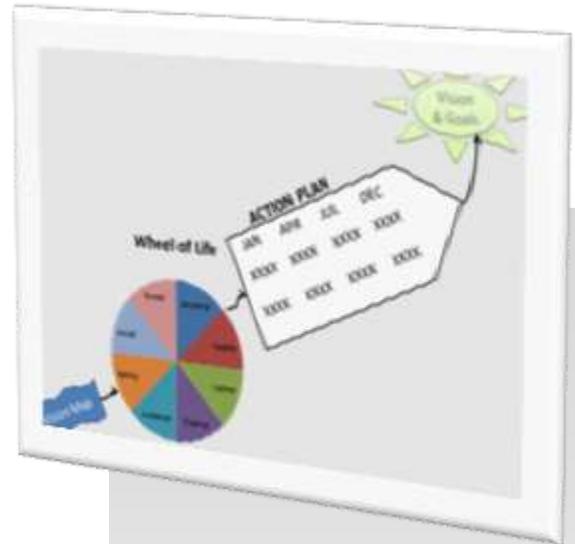
Physical Potential

“What our minds conceive our bodies seek to achieve”. If our visions are to be realized, then we must acknowledge the fact that there will be obstacles and opportunities to face. The physical side of our breakthrough and success requires decision making and judgement making (the mental side). We must choose when to be agile verses obstinate.

Principle 3

Strategic Action

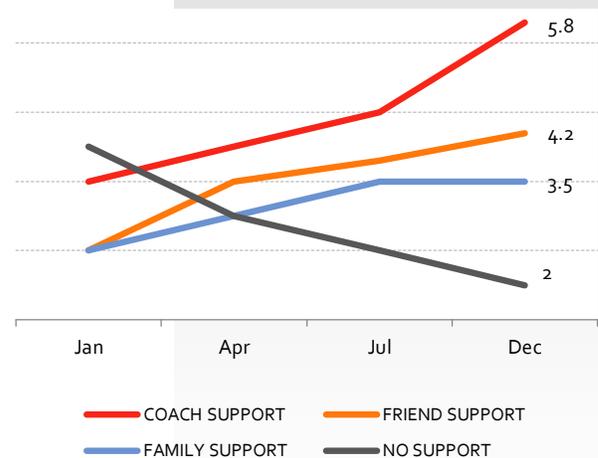
Actions that are based on a reflective mind and anchored in a meaningful vision have the potential to accomplish the extraordinary. When we are intentional and acting on both short and long term goals, we move forward to a purposeful end. These actions enable us to create and sustain momentum.



Principle 4

Support and Accountability Team

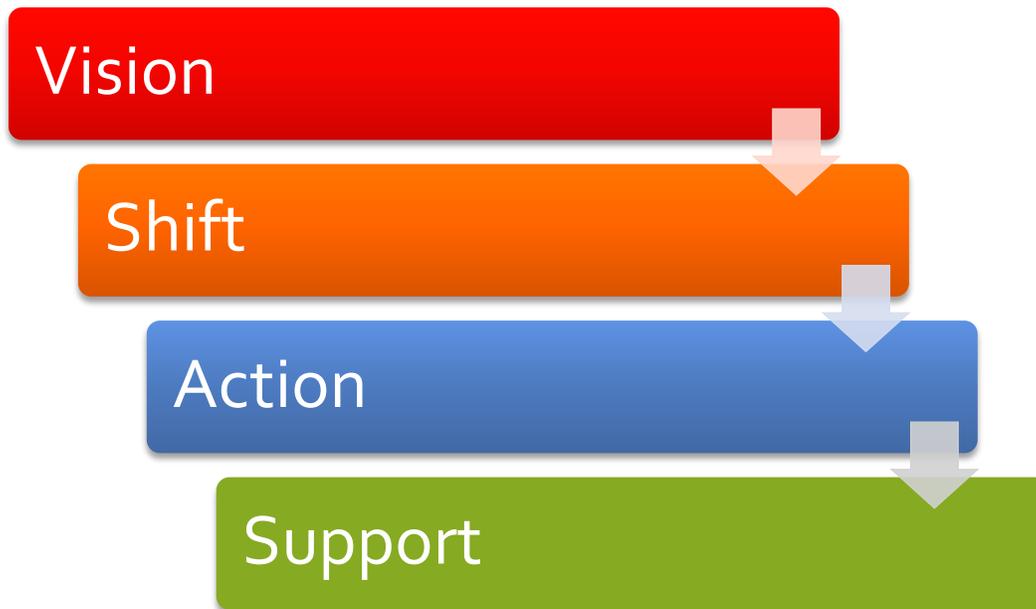
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Principles Connection

The four Principles create inertia that propels us through obstacles, and energizes us for sustainable success. Together they enable us to accomplish what a resolution alone can't do. They provide the fuel for leaders, successful people of all ages and cultures, as well as, athletes of all sports and capacities.



These principles can be applied to anything and everything meaningful that you want to accomplish.

Those who have and continue to accomplish extraordinary feats do this consistently. It works whether you're in the board room, football field, track field, basketball court, Hollywood or your neck of the woods.

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Sackeena Gordon-Jones, PCC is the chief coaching officer at Transformation Edge. She works with leaders and women who want to get clear, strategize and take actions to achieve their meaningful goals and realize their vision.

She is also the co-director of the Business Coaching Certificate Program at NC State University, training professionals to become certified coaches and mentoring coaches to earn their ICF credentials.

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