

Catalyst

Catalyst is for alumni of our seminars and workshops to remain connected, and for coaching clients, prospective clients, and other interested parties to learn about who we are and what we do. Also available electronically in *Writings* at www.DancingStar.com

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The Bigger Game – Compelling Visions

[this is part three of a series on the Bigger Game leadership and change model. For the rest of the series, see *Writings* at www.DancingStar.com]

We said last month that hunger is your soul's question. Compelling purpose is your heart's answer.

If you've read this far in the series, chances are what we're talking about resonates with you, and you've got a Bigger Game to play. Central to playing a Bigger Game is identifying your compelling purpose.

If time, money, or the approval of your boss were not issues; if you had endless resources at your disposal, what cherished wish for the world would you cause to come true? What would you have happen? What issues would you take on? What do you hunger to have be different?

Compelling purpose is what must be different in your world, and is *bigger than any one person can achieve*.

John F. Kennedy's compelling purpose might have been maintaining the United States' position as a force for peace in the world. Martin Luther King's dream was "that one day this nation will rise up and live the true meaning of its creed, 'we hold these truths to be self-evident – that all men are created equal'".

Marriott Corporation's compelling purpose is making travel easier for people. IBM's is returning to greatness, in the largest sense of the word.

A compelling purpose is that which

your team, your division, your company can line up behind because it **MUST**. A compelling purpose is too important not to happen. It calls you forth with excitement, energy, joy, a

The Bigger Game Model

Comfort Zone	Hunger	Compelling Purpose
Sustainability	The size and quality of the game you play designs who you become	GULP!
Allies	Bold Action	Investment

sense of purpose, even though it can – and often does – spring from outrage, suffering, personal loss.

Whether we speak of a higher purpose – a more personal vision – or a compelling purpose – about your organization, your team, and what, in the larger sense, you've come together to achieve in the world – a Bigger Game is about answering a need "out there" in your community, local or global, personal or corporate.

Compelling purpose is in the realm of "being". It is the lamp that lights the next step, the clarity and conviction that lets us press on to the "doing" of a Bigger Game. Martin Luther King and others who were engaged in the struggle for human rights played any number of Bigger

Games to achieve their goal, from standing up with Rosa Parks in the bus boycott, to civil rights rallies, speeches, and legislative initiatives, to the march on Alabama to integrate the schools. They all came under the compelling purpose of equality.

For Bill Strickland, CEO of Bidwell Training Center and Manchester Guild, the compelling purpose was his belief that everyone, including unwed mothers and out-of-work steelworkers, deserves respect as well as an aesthetically-pleasing environment in which to work. From this vision he has already created one beautiful, effective, award-winning facility in the slums of Pittsburgh, and has other projects underway with communities around the country.

A Bigger Game is a connection with a life force, and your impact as you play it will be 'out there', on your community as much if not more than in your own life. It may be scary. It may make you gulp (next month's topic). Along with those feelings you sense "YES, this must be, I cannot ignore this", plus the exhilaration of knowing that you and your team are positioned to make it happen.

It's about finding that which, being bigger than you are, you can commit to in a new way. Something which, no matter the twists and turns, transports you to a vastly different place – emotionally, intellectually, and spiritually – from where you started. –*compiled by Deborah Huisken*

ARE YOU UP FOR IT?

For coaching (executives, entrepreneurs and other artists, and internationals), for consulting services, to bring an experiential workshop (Bigger Game, Dimensions of Leading, Power at Work) into your company, or to subscribe to this newsletter, contact Dancing Star Productions, phone: +1 413.367.9416, email: info@DancingStar.com, or on the web at www.DancingStar.com.

What great thing would you attempt if you knew you could not fail? – Robert Schuller



Catalyst – A Dancing Star Production
*One must have chaos within to give birth
 to a dancing star – Nietzsche*

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Submissions

Send comments, questions, and submissions to 32 North Taylor Hill Rd, Montague, MA 01351 USA, or e-mail to info@DancingStar.com. For return of postal submissions, include a self-addressed, stamped envelope. We reserve the right to edit articles for length, clarity, and readability.

Advertising

Rates and deadlines available on request.

FROM GOOD TO GREAT

For more examples of compelling purpose, you will want to read Jim Collins's book **Good to Great**.

This is a study of 11 companies which, after fifteen years or so of mediocrity, each had a marked transition after which they exceeded average stock market growth rates by double digits. A well-researched book, this has much wisdom to offer leaders who want to build a lasting legacy. To order go to the Booklist on www.DancingStar.com.

Deb's Corner



I had a chat with my plumber today.

I almost missed it. But something made me sit and chat with him while he installed my new faucet, and in

the process I realized he was talking about an emerging Bigger Game.

He told me of his annual vacations to the Dominican Republic, when he brings educational toys to a school he discovered in the mountains years ago. He gives them to children who have never seen things like prisms or balloons before. In the process he is transforming these kids' understanding of the world in which they live.

My plumber's efforts also impacted the life of a jaded businessman he met in his hotel's bar. This man had lost his community and his self-esteem when he decided not to condone his three friends' drunken rape of local women during a "guys only" vacation there thirty years before. This man, who everyone in their hotel had experienced as a loud and garrulous old drunk, had never told anyone his story, until he asked the bartender where this young American was going with the duffle bag full of stuff. He was so moved by my plumber's generosity that he finally sat, sober, and told his story for the first time in thirty years.

We're exploring what is a higher or compelling purpose, what allows it to surface, and whether everyone has one. I don't have all the answers – here's what I do know.

Higher or compelling purpose

answers the question for the sake of what? Why bother? Why would you invest time, money, energy? Why would you spend the one life you have on this project? What matters that much?

It is unlikely the answer will be a new car, a big house. While in the short-term these may be important, many of us have achieved them only to find that life remained empty, devoid of the satisfaction of being part of something larger. Many have also found that bringing pleasure to, helping, or addressing a need of others, brings a sense of accomplishment, of deep warmth and pride, a rare sense of awe and wonder...

You may get a sense of what it might be, only to have it take time and some false starts to fully come to fruition. Stick with it...

My plumber finished by telling how, as he gave the kids their prisms, the sun broke through the clouds, came through the windows, hit the prisms, and created rainbows on the floor. The children were awed. Their teacher said my plumber would be rewarded, altho he didn't know how as they had no money to give him.

Later that evening, returned from his trip to the hills, my plumber suddenly noticed the only other break in the clouds that day, and not one, but two perfect rainbows in the sky.

Later, he won the \$1000 grand prize in a travel photo contest which will allow him to

finance his next trip.

Stick with it – it matters.

LETTER TO THE EDITOR

This came in from Barbara Wisnom from the Co! Foundation:

Are we all leaders in some way? I assert we are – that leadership is not just for those at the head of the line. Leadership is about how you express who you are on the inside.

There is a program in the United States designed to bring forth this leader inside you in a new way (see www.coactivespace.com). It is a year-long program which helps you look at the impact your style of leadership has on those you're leading, and how to have the impact you want to have.

The CO! Foundation was created to provide scholarships for this program, particularly for minority and low-income participants. Our applicants have powerful visions for making the world a better place. The Foundation needs your financial support so we can support our applicants. Please contribute via check, credit card, monthly automatic payments, or by donating proceeds of workshops, book sales, etc. Send checks to: CO! Foundation/Scholarship Fund, 11 Schuyler Court, Clifton Park, NY 12065, or contact me at bwisnom@nycap.rr.com for more details.