



Hello!
We hope you enjoy our
August issue.

 **Go for it! Quote**

*"If what you're working
for really matters, you'll
give it all you've got."*
- Nido Qubein

 **Corner Goal**

You can only turn your
passions and dreams
into reality by setting
and reaching your
goals. Decide what you
want, what you're
going to do to get it,
write it down and start
doing it. Don't take it
lightly. Live your life
"on purpose".

Are you looking for kid gloves or tough love?

It's an important question, and one
that I wish all of my clients would
consider carefully BEFORE they
consider hiring me as a coach,
consultant, goal-setting expert and
accountability partner.



The majority of my clients are up-and-coming businesses that are
about to burst out of the small business model and enter "not quite
corporate yet" status. For them, it's vitally important that someone –
anyone – be direct and honest about what it's going to take to stay on
track towards their goals.

Planning and goal setting are a very important part of that process.
After all, nobody plans to fail, but many fail to plan. So I work with
them to create a picture of the ideal future of their business – one,
three, five or even ten years down the line.

Commitment

But if that's the only help an organization is seeking, I've learned (the
hard way) that it's best for me not to assist in what I call "drive by"
planning. I will usually say thank you very much and then move on to
find my perfect client. All too often I am asked to come into an
organization to help create an ideal planning scenario without what I
consider a rock solid commitment to stay on track, follow-through, and
not fall right back into the day-to-day routines that keep an
organization exactly back where they started.

My business model includes a commitment to stick around to help you
put your new procedures, policies and daily practices in place, and also
to give you the occasional nudge (or hot poker) to remind you to follow
them and give them a chance to start working.

I know how easy it is to get distracted by bright, shiny opportunities.
We talked about that in the June article, "[Be the best at what you do
best.](#)" From the outside, watching an organization fall prey to this BSO
syndrome is kind of like watching a news headlines channel – things
change by the minute!

Tough Love

Early in my career, I sometimes hesitated to deliver the tough love

that I knew organizations and leaders needed. I found myself kind of tip-toeing around, trying to find the absolute best way to deliver my message effectively. But I discovered that was just me stalling – that was me not taking my own advice to take action.

I learned (again the hard way) that it was not until I pushed them a little harder and told some of the tough truths about them and their organization that we had a breakthrough. When a client tells me I'm "tough", to me that's a huge compliment. That means I'm doing my job to dish out the truth, advice and solutions that I was hired to supply.

There are people around the world right now who see that the organization they belong to has strayed from the path that will take them to their goals; who see that they are getting distracted by bright, shiny opportunities; who have a challenging message to deliver. Maybe you are that person.

In my own business experience, I've been that person. I've been the one stating the truth that no one else wanted to or was willing to talk about or recognize. To use a famous metaphor from a Hans Christian Anderson story, I broke the news that the emperor has no clothes.

It is my mission to help organizations create a culture where the leadership is open to receiving this kind of tough love. There are no hidden rules or expectations that anyone will be treated with kid gloves. It's when people within these organizations tell me, "thanks", and "you really made us take a tough look at ourselves", that I get my true reward.

The gloves are off – are you up for the challenge?

Making a commitment

What are you willing to commit to getting done in the next month, by the time you open up your copy of next month's newsletter? Make that promise to yourself, and if you really want to achieve it, commit it to someone else as well.

Would you like to sit down with me for a few minutes and get started on your daily, weekly and monthly actions? Visit my website today to send me a message and we'll coordinate a time that works best for both of us to focus on what's best for you.

Keeping the Main Thing the Main Thing. Go For It!



For over 15 years, Mark Ford has been assisting top level executives and business leaders increase individual and organizational performance, as well as improve communication, leadership and motivation.

As a successful coach, speaker, trainer and consultant, Mark empowers his clients to be the heroes of their own lives, find their true path, define their own success, live with passion, and make this life count.

Executive and Leader Coaching • Management Development • Marketing
• Business Planning • Team Building • Customer Service Training •
Communications Training • Sales Force Development • Project
Management • Media Relations

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