

## *Our New Year's Message: 2017*

### *“Win, ’17”*

The message to “Win, ’17” is about winning together, not just upping your individual stats. Our shared winning is the equivalent of one plus one equaling many versus a few. It’s about inclusion versus labeling that I’m better or worse than the other person. Within organizations, it’s less about political maneuvering and cynical messaging than finding ways to construct mutual success. It’s an emphasis upon the “*we*” versus the narrow “*me*.” It’s serving versus controlling, humility versus self-focused arrogance.

All of the above sounds good, but how are “*we*” going to “Win, ’17”? Oddly enough, it starts with “*you*,” a secure, self-believing person. This includes honoring your talents, while having the moxie and spirit to reach out to work with and enable others.

This “confidence thing” is far rarer than one might suppose. It begins by accurately reflecting upon your talents via your successes and challenges overcome. Many people focus upon what wasn’t good enough and what wasn’t perfect. However, for those who prosper and succeed, developing self-respect versus self-focus is key. This includes a clear and specific definition of what you’ve accomplished, why and how you did it. Understanding your unique talents and tools for success liberates you to do more, to move forward with effective poise and self-assurance. Consider the following steps:

- *Know thyself: Be specific in defining your talents and relating them to your accomplishments.*
- *How can these talents be used by you today?*
- *Based upon the above, what actual goals can you set for the next eighteen months to two years?*

The “*we*” aspect of “Win, ’17” is about honoring, respecting, supporting and promoting your associates. It translates into teaming with others as your equals to win and win again. For you as a confident individual, your colleagues’ success produces pride and joy versus envy and resentment. How do you enable others to win and enhance their skill sets? As above, know them, their talents and how these talents apply today. As their partner, ask: How do we apply those talents in the next eighteen months to two years? This builds mutual confidence. The investment in others is paid back manifold as our challenges become greater and more complex.

*As Ralph Waldo Emerson said, “That only which we have within, can we see without. If we meet no gods, it is because we harbor none. If there is grandeur in you, you will find grandeur in porters and sweeps.”*

***George E. Gercken***