

## *Our New Year's Message: 2018*

### *Mission Possible: From "What Is" to "What Will Be"*

The best way to succeed in the future is to invent it. But, invent the future from what? That's where "*What Is*" takes center stage. It begins with knowledge of your skills, gifts and talents, along with a definition of your personal brand. That brand is the reputation you have first with yourself and then demonstrate to others. It reflects authenticity versus show. It promotes confidence and self-disclosure. The process of defining and applying your personal brand frees great energy for fulfillment.

"*What Is*" is a not too humble recitation of what you're good at and what's good about you, personally and professionally. It is a specific schematic of your skills, gifts and talents, as well as your contributions to yourself, your organization and your world. It requires a bit of crowing about yourself. It is an immodest accounting of your contributions, with the proud assumption that they will grow and develop with effort and ever-increasing self-belief.

What will you do with all of these vibrant skills, gifts and talents in 2018? What you will learn (always learn) and do with these offerings is crucial. What you will not allow to happen is to let them go fallow. Confidently making your way through the bear traps and banishing mediocrity from your mind and actions is vital.

Yes, it is that inner mind fortress of knowledge, skills, gifts and talents that transforms "*What Is*" to the successes of "*What Will Be*." Your personal brand drives you to be better and faster, growing and fulfilling your exceptional potential. It mobilizes resources and energies in a commitment to your greatest future success. Yes, the fuel for excellence is commitment, while the price of mediocrity is disappointment. Please consider the following questions for divining "*What Is*":

- *What are your unique skills, gifts and talents? What opportunities do you have to grow and develop them?*
- *What did you learn in 2017? How can this knowledge be applied to your success in 2018?*
- *How do you define your personal brand? How can you reinvent "What Is" to drive "What Will Be" in this ever-changing world?*

*To quote Mark Twain, "Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great."*

**George E. Gercken**