
WHAT'S IMPORTANT | Volume II, Issue 2 | July 7, 2006

"What's Important" is a universal concern. The phrase resonates with an infinite number of meanings. What's important is both a question and an answer, depending on the situation.

What drives you?

Are you driven to make a difference, make a profit, make the most with what you've got? Are you driven to explore your talents, recognize your potential, live a passion-filled life?

We are each driven by something, even if we are not yet aware of what that something is.

What drives you?

When we recognize what drives us, the decisions and choices about where we put our energy become clearer. We begin to feel propelled in a direction that comfortably fits, rather than feeling that we are paddling upstream while losing ground and losing steam.

While it may be called a purpose, mission, vision, or thrust, knowing what drives us is ultimately the compass for determining if we are on track. Just as every boat needs a rudder, every person, every family, every organization can benefit from knowing what drives it.

Life is not supposed to be a straight, clearly-marked course from birth to beyond. The best learning often happens in the little zigzags along the way. When we know what drives us, those meanders can provide invaluable insight into our potential, our passion, our purpose.

Many organizations, and people and families, take the time to put a mission statement on paper. Unfortunately, once there too often it becomes a static concept not grounded in the reality of everyday choices. However, those people and organizations who put their energy behind those things that support their personal or group mission, while avoiding those things that don't, tend to be more efficient, effective and fulfilled.

Failing to consult the compass that drives us is the surest way to lose our way. In the same vein, failing to communicate a mission can be as ineffective as not having one. For organizations, a successful mission is one that every employee knows, understands, and is motivated to support. To inspire how a company operates, it must be more than a line in an annual report. It needs to be communicated clearly, with purpose, and then embodied by the very people who breathe life into the organization – and that means everyone at every level. At the same time, those organizations that dare to be truly successful, reciprocate. They strive to learn what drives their employees and harness that fire to empower their people to achieve the most.

Author and inspirational speaker Hanoch McCarty once wrote, "As long as I have to die my own death, I have decided to live my own life and not let others live it for me."

What's important is knowing what drives us so that we may confidently steer the direction of our own enjoyable and meaningful life.

Email me at chuck@durakis.com to share your thoughts.

Thanks,

Chuck