

Chapter Two Exercises

Exercise One - The Power of Certainty

Look around your office, your living room or wherever you are reading this book. Chances are, you'll see a chair, a desk or table, maybe a laptop or a smartphone. Now focus on the color blue and scan the room again.

The blue logos for LinkedIn and Facebook seem to pop off your phone screen. You've looked at the abstract artwork on the wall for months but never really paid any attention to the water-color shades of royal blue in the upper left corner. The modem has a blue sticker on it. A blue Sharpie on the counter catches your eye. The label on the hand sanitizer bottle has a navy background. Every note pad is striped with pale blue lines.

Nothing in the room is different, but your shift in focus actually changes what you see.

Try it with another color, like black. Same result. Because **what we focus on is what we find.**

The lesson for us during times of uncertainty is to focus on the opportunities rather than the obstacles. That's not always easy, considering the obstacles probably far outnumber the opportunities. But success isn't logical.

The people who succeed through times of intense struggle don't necessarily have more intelligence, talent, resources or lucky breaks. They just understand that almost everything about the uncertain situation is out of their control—except for one thing: what they choose to focus on. They focus on the reasons they will succeed. The opportunities. The vision. Those things expand and push them through the struggle, time and time again.

Notes:

Exercise Two - Vision Quest

This simple yet effective group exercise can help you create a new vision or reconnect with your current one.

Recommended Attendees:

Group of 6-10

Executive Team, Leadership Team, Peers, Colleagues, Key Staff Members

Steps:

- 1** Divide your attendees into three groups.
- 2** Provide each group with a flip chart and markers.
- 3** Ask each group to select a moderator/presenter before starting the exercise.
- 4** Direct each group to brainstorm and draw pictures (or collect digital ones) that represent the vision of success for your company over the next 1-3 years. (Just images; no words or descriptions.)
 - What does success look like for the organization?
 - What does that success look like from the customers' perspective?
- 5** Bring everyone together and ask the three presenters to explain their group's drawings. Challenge the full set of attendees to brainstorm together and determine words that would describe each of the images presented.
- 6** List all of those words and phrases on a separate flipchart. Identify common words and themes that emerge from the exercise to form the foundation of the vision.

Encourage group discussion about what the journey toward that vision would look like and what types of uncertainty could present roadblocks.

Distill the vision statement with input from the entire group or with guidance from a smaller task force.