

# Are You In Motion or Direction?

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At American Business Advisors, we work with dozens of leaders, managers, supervisors, and team leaders who have expressed the frustration of the typical conversation below.

*“How was your day?”*

*“Busy.”*

*“Mine, too.”*

*“What were you busy doing?”*

*“I don’t really know, I just know my days are so busy but I don’t feel like I’m getting anything done.”*

*“I know what you mean; when I get home I’m tired but I don’t feel like I’m accomplishing anything either.”*

With fax machines, e-mail, pagers, cell phones, the pace of life has accelerated, but has our productivity kept up? We are good at activities and tasks. We do a lot every day...but is it the right stuff? **Are you in motion or are you in direction?**

## MOTION

Your job consumes your day, but you lack a sense of accomplishment. When you get home you are tired, maybe even exhausted. You throw some dinner together, then veg out, probably in front of the TV. Or maybe you’re off to more activities, the kids game, chores around the house, a social night out. At some point you look up and say “wow, half the year is over,” or “boy, last week flew by.” And you think “wait a minute - I’ve got to get some control, life is passing me by.” You think about organizing your schedule, setting some goals, and working from an action plan. But... no time, gotta keep moving. You end up in the same old rut. Another week goes by, another month, another year, with no change. **It’s time for a change.**

## DIRECTION

Paul J. Meyer, founder of Leadership Management, Inc., says planning can reduce the time of execution by 4-10 times. **Here are 5 steps to getting yourself in direction, rather than motion.**

**1. THINK.** I believe the number one thing that lacks in business and personal life today is thinking time. You must stop the motion long enough to consider the direction you want your business to go and the direction you want your life to head. I encourage annual planning, perhaps a week to get away from the trees, get your head up, and see the forest again. Then plan each month by taking a half to a full day to plan your business and personal goals for the upcoming month.

**2. DEFINE PASSION, PURPOSE, WHAT YOU ARE GOOD AT.** What drives you? What are you passionate about? It may be what you do for a living, or it may be something your living allows you to do. After defining your passion, define your purpose. What do you do to act on your passion? Is it your job, a different job, your family, coaching, helping a cause? How are you actively engaged in fulfilling your passion - that's purpose. What are you good at? I believe God has created us with talents and abilities consistent with our passion and purpose. For example, if my passion was woodworking and my purpose was to create wood sculptures honoring famous people, I would possess hand-eye coordination talent. Define what your best skills are and how they apply to your passion and purpose.

**3. CLARIFY YOUR OBJECTIVES.** With your passion, purpose, and talents in mind, clarify your objectives in all areas of life: family/home, mental/educational, physical/health, spiritual/ethical, financial/career, social/cultural. For example, do you need more education to tackle your passion, do you need to be in better physical shape, should you join a civic club or organization? Clarifying your objectives determines your activities.

**4. PLAN.** Now you are ready to plan your year, your months, your weeks, your days. Your activities should move you toward your objectives, which fulfill your purpose by doing what you're good at, to satisfy your passion. Plan each month, plan each week, then determine your daily activities based on your forest, not the trees.

**5. EXECUTE.** As you check off tasks that meet your objectives, you gain a sense of accomplishment. You achieve results in business and personal life that energize you. Direction rather than motion fulfills life. You are proactive, not reactive, because you have defined what it is you are doing with your life. Business and personal goals are based on a passion from within, demonstrated through a purpose, using what you're good at to accomplish objectives you have set.

Congratulations, you have now traded motion for direction!

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