

Letters On Integrity

inspiring ethical excellence

Managing Clarity INFLUENCE: THE BOLD IDEA

“If I were required to guess off-hand...what is the bottom cause of the amazing material and intellectual advancement of the last fifty years, I should guess that it was the modern-born and previously non-existent disposition on the part of men to believe that a new idea can have value.”

Mark Twain

The great 19th century American humorist and political/social commentator, Mark Twain, unearthed the hidden jewel that moves the human spirit...the belief that *my new idea* has value.

In the early 20th century Henry Ford, believed in a new idea, division of labor. With it he mobilized a world-wide industrial revolution. Another innovator, Walt Disney, tinkered with a new idea, animation, transforming the film world. These two men unleashed the same energy that drives the movement of all entrepreneurial activity in every professional walk of life...belief in a new idea that propels us to action.

One big, bold, duplicable idea in today's marketplace is now providing endless opportunity for creative expression, professional fulfillment and bottom line results for men and women engaged in business start ups as well as Fortune 500 companies. The idea? **I stand in the center of influence!**

Tom Peters and Bob Waterman captured this big idea in their watershed book, *In Search of Excellence*. They wrote about the eight principles of organizational excellence. The 8th principle, *Simultaneous, Loose-Tight Properties*, states that organizations pursuing excellence are defined by rigid control while simultaneously insisting on autonomy, entrepreneurship, and innovation from the rank and file.

In their bestseller, *The Starfish and The Spider*, Ori Brafman and Rod Beckstrom argued that organizations fall into two categories: traditional 'spiders,' which have rigid hierarchy and top-down leadership, and revolutionary 'starfish,' which rely on the power of peer relationships where influence is everywhere present because the organizational mind resides in the actions of personal influence.

Mission Integrity Action

This week gives focus and renewed energy to the big, bold idea: *I stand in the center of influence!* I exercise the ethical asset of Clarity as I encourage, engage and build relationships that create cooperative, productive results. I recognize and encourage others to pursue the power of their positive influence, appreciating everyone's talents and abilities at work for good.

Journeying with you...inspiring ethical excellence!

Russ Williams



Russ Williams contributes to articles on professional growth for readers of California Broker Magazine. He serves as a mentor-advisor and offers one-on-one professional consultations based on *The Clarity Conversation*, a 9-Session Self-Renewal Consultation focused on overcoming nagging personal-professional challenges to re-claim personal-professional clarity renewing your influence for good at home, at work, and in the community.

WHAT HAVE PEOPLE EXPERIENCED IN THEIR MENTOR-GUIDED RENEWAL WITH RUSS

- ❖ *My **Clarity Conversation** with Russ has been a wonderful experience. Initially, I approached him with three issues, both personal and professional. He provided a process to work through them with purpose and confidence. I looked forward to our meetings as I gained additional tools and insight to my topics and to celebrate the strides I have achieved.*
- ❖ *During our time together, Russ has provided me with clarity of vision and purpose in areas of confusion to move beyond my own negative scripted past and help me make great choices to advance my life purpose. Russ helped me articulate a brilliant blueprint for the next 18 months of my life, transforming my perspective and goals. Frankly, I can't wait for our next session.*
- ❖ *Working with Russ has brought tremendous focus and energy to fulfilling my heart's desires as an individual and professional. What I most gained from the Clarity Conversation is not only a sense of peace and in my direction but an exciting realization that my goal is much more reachable than I have ever imagined. Russ is an insightful guide.*

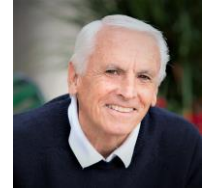
Your *Clarity Conversation Consult* awakens a re-energized You!

To set up your 2-month *Clarity Conversation Consult*

Contact Russ Williams at

949-254-5205

centerjce@aol.com



Finding Understanding ...Taking Action ***The Clarity Conversation***

“Do not be conformed to this world, but be transformed by the renewal of your mind.”
Romans 12:2

You might desire to explore a **2-month *Clarity Conversation*** with Russ Williams. Whether you’re busily engaged in your personal-professional life or experiencing your retirement years, take 2-minutes to read about an opportunity that might interest you...to claim your quietly held desire to renew...YOU.

Have you noticed over a period of months, a year, or even longer, your *self-conversations* have been salt & peppered with a storyline...your hunger for life-renewal. Clearly, you know you shoulder a bundle of responsibilities. But, equally so, you know you are carrying a steady, silent self-narrative:

You desire to experience life-renewal to purposefully re-shape, re-define and re-energize...YOU!

Now...you are nudging yourself to take action. For a moment, *imagine...Now...* finds you on a mountain trail. You come around a bend to capture the view of a trail leading to a Summit. The summit trail claims your attention. You ask yourself: Could I benefit having a trusted Mentor-Guide to accompany me on the Summit Trail Journey leading me to personal and/or professional renewal? Is your answer **YES?**

An opportunity awaits you...**Now!**

The Clarity Conversation

YOUR INFLUENCE FOR GOOD LIFE MISSION

At Home, At Work and in the Communities of Your Interests

A 2-month Self-Renewal Journey to claim personal and/or professional clarity

Russ Williams serves as your *Clarity Conversation* Mentor-Guide. The *Clarity Conversation Consult* includes learning about your Life Chapters, providing insight about the bends in the trail of your ever-evolving life journey.

The *Clarity Conversation Consult* is a **2-Month Commitment**. The 9-Session Consult Fee is **\$800.00**

Month 1: (4) 1-Hour Sessions \$100 each session/\$400 all sessions

Month 2: (5) 1-Hour Sessions \$ 80 each session/\$400 all sessions

What is the outcome of your six-month *Clarity Conversation Consult*? You experience personal and professional life-affirming movement as you revitalize your influence for Good at home, at work, and in the community.

Your *Clarity Conversation Consult* awakens a re-energized You!

Clarity Conversation 2-Month Consult

To inquire/set up your 2 month *Clarity Conversation Consult*

Contact Russ Williams at **949-254-5205**

centerjce@aol.com

In a 48-year professional career as a Pastor and Non-Profit Executive, Russ has engaged many individuals in their journey to awaken and-or renew their Influence for Good life mission.