

Letters On Integrity

inspiring ethical excellence

Managing Calling

FINDING MEANING IN THE DEAL

“What man actually needs...is the striving and struggling for some goal worthy of him. What he needs is the call of a potential meaning waiting to be fulfilled by him.”

Viktor Frankl

The Deal. It's challenging, competitive and creative! There's meaning *entering* the Deal...*negotiating* the Deal...*closing* the Deal and *moving* to the next Deal.

Meaning is far more than periodic, inspirational reflection. It's Monday motivation, Wednesday grinding, and Friday wind-down. Meaning is the **Can Be-Needs To Be** energizer bunny of the Integrity Influencer.

A Meaning Question: Are my/our values being expressed in the Deal? My dad was a successful business leader in financial and estate planning. When he met with a new client, he would ask, “Do you know the story of Johnny Appleseed?” Always the answer was, Yes! Then, he would pose a second question that never had an answer: Why did Johnny cast those seeds? What was the meaning and motivation for doing so?

Dad would deliver the answer and a challenge to his client, posing two questions: Do you suppose Johnny cast those seeds to plant trees under the shade of which he would never sit? Are you here, today, so I can help you strategize your life planning to bring benefit to those you love and care about? Yes, my Dad purposefully found meaning in every Deal!

The values that cause us to live larger than the Deal are framed by the intention of contributing to the well-being of others. THIS IS the hubris of meaning fulfillment.

Professionals can take any situation and translate this week's Deal into meaning by asking a simple question, “Are the values that bring joy to me and good to others at work in this Deal? When positive life values are present, we stay alert and connected to people and their needs. When life affirming values are missing or go dormant, the Deal becomes the End-All with the means-justifying-the-end guiding our actions. Often, the results are detrimental to yourself and others.

Mission Integrity Action

The ethical asset of managing Calling offers a mission of meaning this week.

I collaborate to achieve pragmatic goals that have a bigger reward than financial gain. Pursuing meaning creates psychic income that fuels my personal Calling.

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.

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- ❖ *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.*

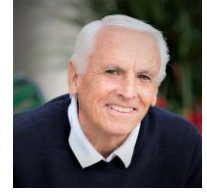
Your *Clarity Conversation Consult* awakens a re-energized You!

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**

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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.