

shift.



focus.



evolve.



Control your future with **STRATEGIES**



Are you looking in the rearview mirror or through the windshield?

Imagine hopping in your car one morning with the plan to drive to work by looking in the rearview mirror the whole way. How far would you go before you hit something?

Now, apply this metaphor to the meetings you hold at work. Where is the focus? If you answered as most people do, your meetings review what has been done, why it was done, and the results of what was done. In other words, it's a rearview mirror approach.

Reviewing results is important. Valuable lessons are learned from past successes and mistakes. However, spending too much time in the rearview perspective means hitting the potholes in front of you and missing the valuable signs and new opportunities that direct you to your desired destination.

In your next meeting, consider asking questions that Shift the Focus to the windshield. Some possible questions are:

- Where do we want to be in 5 years?
- In order to grow, what is required to get there?
- How will we decide where to allocate resources among competing priorities?
- Who would be my successor if I could not fulfill my responsibilities for a period of time?
- Why are we in business and what is our purpose?
- Why are we relevant and how do we remain relevant?
- If we could create our next great opportunity, what would it be?
- If you were competing against our company, what would you do?

There is a reason that the rearview mirror is smaller than the windshield. The majority of our time should be spent focusing on where we are going, not where we have been.

“I skate to where the puck is going to be, not where it's been.” - Wayne Gretsky

Look forward – the view is always Evolving.