

The Pacesetter Way

It is everyone's individual responsibility to appropriately encourage and help all associates consistently follow these behaviors.

12. Be Proactive: Take preemptive action by identifying the challenge or opportunity, weighing the positives and negatives of each option, considering the alternatives, and taking the appropriate action to create a positive outcome.

So last week's blog is the first ever that went out late. Originally, I started by writing several up front and then an additional one each week. I was proactive and I was ahead so that I could have these out timely each week.

The week one of the blogs was sent out; the next weeks was already written. Then, I was so busy one week that it was easy to use the extra one written and not write the next one. This pattern got me into several weeks of writing the blog a few days prior and sometimes not until Sunday and last week, I was planning on writing it over the weekend and well...

After sending #11 out, I immediately stated that I need to get back ahead of the game at writing these blogs so that I dedicate the appropriate time. The Pacesetter Way is very important to me and I want to show it the respect it deserves by sending well thought out, introspective weekly emails. So, I look at next week's fundamental and it's #12 Be Proactive. I needed that message at that moment to remind me that being proactive is a part of commitment and dedication to making something happen. If I want to contribute to The Pacesetter Way through weekly emails then I need to be proactive in writing them and creating a plan to make sure that they are on time, every time.

So what else does it mean to be proactive? It means planning in advance. Thinking about what opportunities and threats might come before they do and creating plans based on the mere possibilities. It means not sitting back and waiting to see what the next challenge might be, rather going out and looking for it and treating that potential as an opportunity.

One of my favorite quotes is "Life isn't about finding yourself. Life is about CREATING yourself." - George Bernard Shaw. The reality is we can go through life and react. We will watch who we become as an individual or an organization. But we will not be who we want to be because we didn't have a say in who we became. We just reacted as the world changed around us. We have the ability to create paths forward based on our unique skill sets and our individualized needs and desires. The same goes for our company. I commonly quote Peter Drucker: "The best way to predict the future is to create it." If we are proactive as individuals and as an organization, we can be the company we thought we could only dream of.

An interesting article on how to be more proactive:

<http://www.eatyourcareer.com/2010/08/how-be-proactive-at-work-step-system/>



Aviva Leebow Wolmer
Chief Executive Officer