



## **SUNRISES & SUNSETS**

*A Brand New Year is  
in Your Hands*

Let me start by wishing you all a very Happy New Year.

One of my fondest memories of summers at the lake was sitting on the deck at the cottage (preferably screened in) either early in the morning with a hot cup of coffee and a blanket wrapped around me watching the sun come up or late in the evening sitting with a drink and in the old days an occasional cigar, quietly watching the sun go down on another day. It was always at these times I would reflect back over days past and wonder about days to come and where my life would take me and my family.

Sunrises and sunsets, it is remarkable how much we are all drawn to their beauty and even more so to how much we all share similar experiences when we take the time to just sit and stare out contemplating our lives; where we have come from and where we are going.

It has always fascinated me how much the suns rising and setting so conjures

up beginnings and endings for all of us. Of all natures' beauty, it is arguably sunrises and sunsets that we connect with the most.

On many occasions through the years those reflective times have served to help order my life and give me purpose and direction.

Now don't misunderstand, I am not suggesting that we all go out on our decks wherever we may be this time of the year and sit watching the sun come up or go down. Gosh knows even if we could stand the cold, the sun would only be up in the sky for about 10 minutes this time of the year anyway! How much could you possibly accomplish in 10 minutes of reflection.

No, let's use the symbolism of sunrises and sunsets and holding the sun, your very life in your hands and think about what we could '**strategically**' do with our lives in this brand New Year.

### **RESOLUTIONS**

Now of course it will not come as news to any of you that most who set New Year's Resolutions (40 to 45% of North American adults) are not successful in keeping them. Of that number the following shows how many of these resolutions are maintained as time goes on:

- Past the first week-75%
- Past two weeks-71%
- After one month- 64%
- After six months-46%

## **ACHIEVE BALANCE THROUGH STRATEGIC LIFE COACHING**

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#### **The Personality Workshop Emotional Intelligence**

#### **The Tao of Teams The Johari Window**

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(What on Earth am I Doing Here)

### **DO YOU TREAT YOUR EMPLOYEES LIKE PETS?**

### **Self-Study Guide**

#### **The Personal Transformation Guide ©**

Uncovers who you are and how you impact the world around you, ultimately leading toward change and personal growth.

**(Available to Purchase)**

**www.coachladd.com**

**If you are interested in  
investigating the possibility of  
having your own personal coach,  
please contact me for a one hour  
exploratory session at no charge!**  
**james@coachladd.com**  
**or 489-9534**



Traditionally, the Top Ten New Year's Resolutions are:

1. Take some weight off
2. Manage debt/save money
3. Get a better job
4. Spend more time with family
5. Quit Smoking
6. Eat right/get fit
7. Get a better education
8. Reduce stress
9. Going greener
10. Volunteer to help others

If you see any resolutions on this list that just happen to be yours or you have others in mind and are determined this time to make it work, than let's take a look at how you can beat the odds and accomplish what you set out to do.

**First** and very important;

***"You must understand that sheer will power and determination alone, will seldom carry you to a point of 'no return,' to your particular negative behaviour."***

**Secondly**, know this; the number one reason why most people are not successful in keeping resolutions is because they do not know themselves well enough nor understand why they behave and operate in the world the way they do.

In other words knowing who you are at a; physical, emotional, spiritual and intellectual level, and being aware of what you value, and need (not want) creates the best possible chance of you being successful at making lasting changes to your behaviour.

Actioning New Year's Resolutions is about behavioural change and behavioural change is about attitudes. Attitudes are engrained over a lifetime and are not easily discarded, changed or modified. In other words just by saying it, will not make it so!

So just **"REALLY"** how important is it to you to resolve to discard, change or acquire a new behaviour, start or stop doing something associated with an attitude this year? I mean just where is it that your motivation is coming from anyway? If you can answer these questions to your satisfaction, than perhaps you might be willing to examine what it really takes to achieve success with change in the New Year.

Are you really willing to look at who you are, where you are in time and how you got to here, before you go about deciding where you want to go (resolution) and how you are going to get there? If your answer is yes, then remember that winning over your bad behaviours (i.e. eating too much, working too much, smoking, not exercising, procrastinating, neglecting your family, etc.) is about process not outcomes. In other words with a new found heightened awareness of who you are and why you behave the way



My Sunset

that you do, you will be in a much better place to strategically set goals, prepare action plans and set out on a journey to new and exciting discoveries about yourself.

As if this isn't challenging enough, another key to being successful is leading what Scott Peck refers to as a "disciplined life." That is:

**accepting responsibility for your life** (owning the problem)

**always telling yourself and by extension others the truth** (seeing reality)

**delaying gratification** (i.e. scheduling the pain first in order to enhance the pleasurable feeling later), and

**balancing** (the flexibility and willingness to work to maintain balance between your emotional, physical, intellectual and spiritual self).



**GOAL SETTING**

Ultimately, if you are able to come successfully through the hard work of getting to know yourself; physically, emotionally, spiritually and intellectually you will be ready to complete the **last phase or step** in the process, that of goal setting.

Just stating however vaguely what it is you want to stop or start doing is not nearly enough (resolutions).

Again everything you do must be approached strategically. In setting goals you stand a much better chance of being successful if they meet the following criteria:

**SPECIFIC:** Instead of setting a vague goal such as lose weight, set a specific goal, such as; 'I want to lose weight and I plan to do it by swimming 3 times a week and cutting 800 calories a day from my intake.' People who set specific goals are more successful than those who don't. Make sure you write your goals down, and any smaller interim steps within your goal, as this will help you to define them.

**MEASURABLE:** Instead of 'I want to lose weight,' set a goal like 'I want to lose 15 kg so I can achieve my goal of 85 kg.'

**ACHIEVABLE:** Do you have the skills and resources needed to complete the goal? If you want to enter an organized cycle ride in the future -- do you have a bike to train for the ride? Can you ride during daylight hours? Is your goal practical? Does it fit in with your lifestyle and your family?

**RELEVANT:** Is your goal relevant to your bigger picture goals? Does it fit with the long term vision for your life?

**TIMELY:** Make sure your goal has a deadline -- and that you have set dates for individual steps within your main goal. For example, 'I'll be able to walk to the local shops and back by February.'

**Finally,** your life should be about a lot more than just managing to set and keep a New Year's Resolution. Your life should be about having a purpose. If you build your life around a purpose there will ultimately be no need for New Year's Resolutions. **See bulletin: Living a Purposeful Life** (June 26, 2009)

**PERSONAL COACHING**

Taking a strategic approach to life changes can be a daunting task if you attempt to do it all alone. It can be done if you are patient and manage the process slowly, in a step-by-step fashion. The time of year of course does not really matter. What is needed is that internal or intrinsic motivation that will sustain you through the process. The power of 'why.'

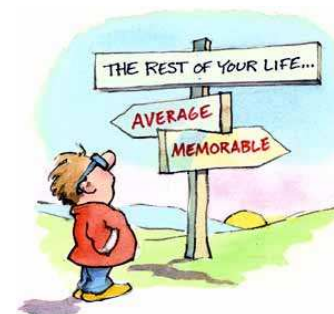
If you are truly motivated your best chance of success just might be having

a personal coach in your corner? In my work as a Life & Business Coach I have been very successful in helping and supporting my clients in doing just what I have written about here throughout the entire year 'directly and in person.'

The benefits to **you** of having your own personal coach are significant. It brings focus, enables you to bridge the gap between where you are now and where you'd like to be, it provides structure, confidence, support, belief, space, encouragement and motivation, and enables you to reach your goals, or accomplish your dreams/ambitions.

Additionally, you will be able to identify your life's purpose or mission, reduce the amount of stress in your life, create more time for yourself and your family, improves your communications, increases your self-confidence and self-esteem, improves your health, well-being and fitness, and brings more balance to your work/home life.

Give coaching a try. Let your first New Year's Resolution be to call me; (204) 489-9534 or email; [james@coachladd.com](mailto:james@coachladd.com)



*Coach Ladd*



## Truth and Your Business

By John Pineau, MCP

<http://blog.ozzmedianetwork.com/>  
[www.OZZmediacorp.com](http://www.OZZmediacorp.com)

What's your definition of Truth? It's not easy is it? Truth is just one of those words that leaves us lost in thought when we really try to define it. It's one of those words that can mean so many things. According to Wikipedia the word Truth can mean religion, literature, popular culture, music, newspapers, and several publications.

Truth is a very diverse word. It's really the essence of everything. It's the essence of life.

Over the past generation, Truth has been a very flexible word when it comes to operating our institutions, our businesses. From Enron to Bernie Madoff to Tiger Woods, the word Truth had been completely redefined, at least until they got caught.

In today's world, are we able to operate truthfully? I'd like to think so but as I see what's going on in the world, the economy collapsing around us, the western world mired in economic recession, I wonder if the pressure to succeed is just too great

and if that pressure is what leads people to redefine their "Truth" when operating their business.

Truth can move people to do noble things and horrible things. Mother Teresa believed in her convictions, her Truth - her work leading to positive outcomes for people. Her spirit is an inspiration to millions around the world. And then there are the dictators who have ruled throughout history who would believe their actions were based on truth. Despite being sociopathic morons, people like Henry the VIII, Hitler and Saddam Hussein were righteous in their convictions. Each believed in his version of Truth.

If Truth is used for the right reasons it's good. If people are moved to pursue Truth as a foundation for love, community, and integrity, great things happen. If Truth is used for self-serving reasons, to suit one's skewed agenda, it can be very, very nasty. It can lead to arguments, conflicts and even wars.

I have encountered my share of sociopaths, and I can tell you there is nothing more disturbing than looking into the eyes of a drug-addicted thief who is convinced you're an asshole for firing her from your restaurant because she was on crystal meth while robbing you blind.

Truth is very much a powerful, provocative word.

That's why I started my blog, to compare our interpretations of this



lofty word as we discuss all sorts of business-related topics. Consider Truth as a guide for our debates as we move along. I'd like my blog to be about issues that affect the planet, our nations, and our communities. I'd like my blog to be about our lives. I'd like the topics to be wide ranging. I'd like them to be as inclusive, global and as objective as possible.

The objective part is a strange one though - the very nature of Truth subjective. The following explanation of truth, also found on Wikipedia, illustrates what I mean by that:

"Truth can have a variety of meanings, such as the state of being in accord with a particular fact or reality, or being in accord with the body of real things, real events or actualities. It can also mean having fidelity to an original or to a standard or ideal. In a common archaic usage it also meant constancy or sincerity in action or character. The direct opposite of Truth is "falsehood", which can correspondingly take logical, factual or ethical meanings.

However, language and words are essentially "tools" by which humans convey information to one another. As such, "Truth" must have a beneficial



use in order to be retained within language. Since Truths are used in planning and prediction (such as scientific Truths being used in engineering), the more reliable and trustworthy an idea is, the more useful and potent it becomes for planning and prediction. Those ideas which can be used anywhere and anytime with maximum reliability are generally considered the most powerful and potent truths. Defining this potency and applicability can be looked upon as "criteria", and the method used to recognize a "Truth" is termed a criteria of truth. Since there is no single accepted criteria, they can all be considered "theories".

Various theories and views of Truth continue to be debated among scholars and philosophers. There are differing claims on such questions as what constitutes truth; what things are truthbearers capable of being true or false; how to define and identify truth; the roles that revealed and acquired knowledge play; and whether Truth is subjective, relative, objective, or absolute.

I find this sentence particularly telling: "Since there is no single accepted

criteria, they can all be considered "theories."

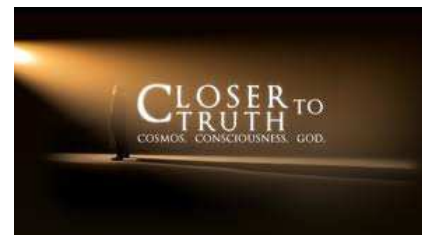
Theories? Interesting. Does this mean there is no real definition for Truth? I hope not. There's got to be a definition - one people can rally behind, good people, not the bad ones who steal from you while strapped out on crystal meth, or the bad ones who start wars because of their skewed agenda.

I've decided to tackle this subject because I'm sure people will have lots to say about the issues I discuss, mostly because I'm convinced people just have to be able to agree. But then again, scholars and philosophers can't even decide if Truth is "subjective, relative, objective, or absolute."

Hmmmm.

To me the Truth has many parts. To me Truth is love, and community, and friends and family, and business success, and happiness and health, and all those things we thought were just cheesy adult-subjects until we became adults. To me it's that feeling you get when you know you're doing the right thing. When you're in the right place - when you're on the right path and nothing or no one can convince you otherwise.

To me Truth is when people truly collaborate to achieve a worthy end. To me Truth is democracy, transparent democracy that represents people's interests. Sound naïve? Maybe it is. Maybe it isn't though. Maybe what I've created here, the world's first



collaborative media network, OZZ, is the beginning of something truly democratic. Maybe it provides the means by which people tell their business stories, promote their business goals and debate the very essence of Truth in business. Maybe these conversations help make the world a better place. Maybe Truth is the guideline that keeps us all civilized enough to change lives, our communities, our countries, and our planet. Maybe!

I suspect if you tried, your definition of Truth might be completely different from mine. What Truth are you delivering to the world through your business? What benefit do you bring people? Do you work in an industry that helps people change their lives?

Try to define your business as it relates to Truth as you see it.

Try promoting your business ideas by replying to this article, or post your complete story on the OZZ forum:

Again, I suspect it will be different from mine. My definition is my definition. If you disagree, tell me. I wouldn't be surprised. After all, Truth is just a theory, isn't it?

**This story originally posted on the OZZ forum, Nov 17<sup>th</sup>, 2010**



**John Pineau, MCP – President /  
Director of OZZ media corp**

**John Pineau, takes visionaries to a  
higher level through strategic  
planning and storytelling.**

Mr. Pineau brings a unique combination of strategic planning, media production and implementation skills to business leaders. This skill set bridges the gap amongst strategic thinkers, middle and front line workers, and the public, ensuring buy-in and forward movement of strategic goals in measurable ways.

John earned his Masters Degree in City Planning and a Bachelor of Arts in Geography from the University of Manitoba, Canada. Mr. Pineau's graduate thesis, entitled "Self Help Housing in Northern Remote Aboriginal Communities", told the story of collaboration and how it advances goals. It was this earlier work that inspired him to create Sediba™, a unique collaborative framework that serves as the architecture to discover potential. The public face of Sediba™ is [www.OZZmedianetwork.com](http://www.OZZmedianetwork.com)

John Pineau is the founder of OZZ. He is the company's President / Director.

John has operated OZZ since he launched it in 2003, advising business leaders in aviation, financial services, enterprise software, real estate investments, and product distribution. He also advises Aboriginal and non-Aboriginal groups dedicated to improving people's lives including the Louis Riel Institute, a Training Centre for Metis, Inuit and First Nation people, James Ladd Business and Life Coaching, and The Breasts of Friends, a non-profit dedicated to funding cancer-related causes.

John's career highlights also include co-producing an award-winning feature length hockey movie called *The Rhino Brothers*, creating an innovative jazz club called *The Purple Onion Cabaret*, and writing a book of poetry about life in his hometown called *My Winnipeg* (local bestseller and media favorite). After graduating, John was recognized by his peers with the Annual Award of Merit and was certified by the Canadian Institute of Planners.

More recently John Pineau has honed his skills as an Actor, Writer and Singer / Songwriter.

**Education**

Masters Degree in Planning, University of Manitoba Faculty of Architecture

Graduate thesis: Self-Help Housing in Aboriginal Communities in conjunction with the Manitoba Metis Federation, Canada Mortgage & Housing, University of Manitoba, the University of Winnipeg

Bachelor of Arts – Geography and History – University of Manitoba

Introductory Spanish – University of Winnipeg

**Awards / Recognition / Membership**

Recognized with the "Merit Award" - Manitoba Association of the Canadian Institute of Planners

Recognized member (former) - Canadian Institute of Planners

Winner of national scholarship competition – Canada Mortgage and Housing Corporation

Member – New Media Manitoba

**DISCOVER POTENTIAL**

Your organization is undergoing a transformation, presenting the opportunity to further its organizational mandate. Strategic goals are in place and it's time to make them happen. Sediba™ takes visionaries to a higher level through strategic planning and storytelling. It implements strategic goals in a way consulting reports alone cannot. The following is delivered:

- An overview of the way your organization functions and an action plan for alignment based on integration of goals into stories
- Management buy-in and tangible multi-media products including video stories and music that show people the "why" behind your strategic goals
- Customer support and feedback that makes your strategic goals measurable

Using the story as a foundation for discussions, Sediba™ sources knowledge from strategic thinkers, management, tacticians and the public, enabling goals to be implemented and measured.

For more on OZZ, contact John Pineau. t. 204.837.2491 / [john@ozzmedicorp.com](mailto:john@ozzmedicorp.com) [www.OZZmediacorp.com](http://www.OZZmediacorp.com)

## PURPOSEFUL LIFE

*"Living a Purposeful Life"  
reprinted from The Personal  
Coach Bulletin (June 26<sup>th</sup>, 2009)*

As a personal coach I am surprised and still taken aback by how often I encounter people who regardless of their age, station in life; their position, the power they wield, influence and money they possess, are not in touch with the very essence of who they are and by extension the purpose or meaning of their lives, or to put it more succinctly the very essential reason for their existence.



Life is a continuous "construction project" and as I have stated in this bulletin before, it is about the journey (process) and not the destination (outcome). Implied here is that if we always tell ourselves the truth and take responsibility for our lives, we will value and therefore open ourselves up to life long learning and in the process a greater understanding of who we are and are becoming, and where we are

intended to be in this complicated world we have created.

How we choose to learn is critical to our progression toward what Abraham Maslow called the highest order need; "self-actualization," or the meaning of one's life? We have choices here; we can just take life as it comes or make a decision to take control to the degree that the forces of nature will allow and approach it strategically, accelerating our personal growth in the process.

As a personal coach, perhaps your personal coach one day, I can support and guide you in strategically sorting through this at any stage in your life. Being able to make this statement is a bit of a leap for me, considering my early life experiences.

When I think back to my high school days I remember being just a little bit envious of the guys who knew what they wanted to be when they grew up! They seemed so sure about what came after high school; what they would take at university, what they would do after and where they would do it. Me on the other hand, I had no clue. Being a romantic and something of a dreamer, I had a lot of different ideas, thoughts and feelings banging around in my head but nothing seemed to stick!

So finally I did what I thought was the right thing and tried to become an accountant because well, my father was one and because I was sure he wanted me to be one. By the end of my first year in Registered Industrial



Accounting, I believe I had the worst marks in the history of the Program. I can only imagine what my dad thought. I never asked; so much for being an accountant, the noble profession that it is!

There would be many other starts and stops along the way until I "stumbled" into the field of personnel and industrial relations as it was called back in the 70's. I had found my path!

Over the years that followed I raised my first family, studied at university in the evenings, worked in the fields of; human resource management, training and development, addictions, employee assistance, organizational development and even found time to coach football in the community.

During this time I began to experience a greater self-awareness, an increased congruence with and between those



## The Personal Coach BULLETIN

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COACHING POINT



things that I was doing in my life and in the process came to understand that knowing who you are, accepting yourself and having a purpose to your life were essential ingredients to success, health and happiness over the long haul. What I sometimes like to call the symptoms of getting it right!!

My struggles in life are much the same as yours, we share this journey together. Because of what my life has presented me and because of what I strategically went after, I have come to a place of knowing and understanding who I am and am becoming, and in particular knowing that life and my efforts have been leading me to my purpose or mission. The place I find myself today. Oh yes, there are still mistakes but fewer, still stressful days but for the most part I take them in stride understanding they will pass, still have to apologize for my behaviour sometimes, I forget more than I used to, don't hear as well either but am sometimes seen as possessing insight even wisdom, still worry about whether or not I did the right things for my kids while they were growing up and still even experience an occasional "twinge" of

post-traumatic stress left over from my four year lung transplant journey but have learned to lean into the discomfort, persevere with discipline and a philosophical view of it all.

Oh, and by the way, progressing along this path, I came to realize sometime ago that I need not have been so envious of my old school buddies. They may have known what they wanted to do after high school but like me, they were no more in touch with who they were and what their life purpose was to be. That comes much later, if it comes at all.

Just remember that you can only be at your "very best" with your family, friends, employer and community by first knowing yourself and than pursuing your life's purpose.

*Coach Ladd*

**BALANCE  
LIFE &  
WORK**

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Life & Business Coaching

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### Seven Questions for Building a Purposeful Life

1. Are you frustrated enough to want something different and too move in a positive direction?
2. Are you willing to leave behind any negative thoughts or individuals in your life?
3. Have you seriously thought about your Divine calling?
4. Are you willing to invest the time and energy for your new self discovery?
5. Are you willing to get help from professionals such as personal coaches or counselors who can help your transformation?
6. Can you accept the consequences of making positive changes in your life?
7. Will you ever be satisfied if you don't find a meaningful existence?

**Dr. Daryl D. Green**