



FEELING GOOD ABOUT YOURSELF

Abraham Maslow the renowned psychologist and creator of the **HIERARCHY OF NEEDS** once said that one of the best ways to begin feeling better about yourself was to set meaningful, attainable goals and then see yourself achieving them.

He would go on to tell anyone who might be experiencing a low to average level of self-esteem to search out the origins of this negative view of the self and once done begin to set goals which are going to lead 'away' from those original aching experiences of life toward a more self-actualized self.

Maslow defined self-actualization basically this way; "*what a man can be, he must be.*" This forms the basis of the perceived need for self-actualization. This level of need pertains to what a person's full potential is and realizing that potential. Maslow describes this desire as the desire to become more and more of what one is to become, everything that one is capable of becoming. So you need to climb the pyramid, moving

up through the various levels of need for however long it may take, until you reach the summit of your ultimate life purpose, the true meaning of your life. Each step up the ladder comes with it a greater feeling of self-acceptance and acceptance of others.

Maslow's **Hierarchy of Needs**



The various need levels on the pyramid are defined this way:

Physiological needs; have to do with the maintenance of the human body. If we are unwell, then little else matters until we recover.

Safety needs; are about putting a roof over our heads and feeling safe from harm, living in a safe place.

Belonging needs; introduce our tribal nature. If we are helpful and kind to others they will want us as friends and people who love us.

Esteem needs; are for a higher position within a group, recognition, achievement. If people respect us, we have greater power.

Know & understand; cognitive need to know and learn.

Aesthetic needs; appreciation of and for beauty.

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Self-actualization

needs; have to do with becoming who and what we are capable of becoming, which would be our greatest achievement.

Transcendence; helping others to achieve their potential.

Climbing the pyramid, moving up through the various levels of need, for however long it may take until you reach the summit is a clear message that life is really about process, about the journey and not so much about outcomes. And if in the process you use up a significant portion of your life and still do not reach the summit, your "ultimate life purpose," well, I wouldn't worry too much about it, that is if in the process you have lived your life congruently, a life that is in accordance with who you really are at all levels. That in itself is a life filled with purpose; living congruently and getting to know yourself.

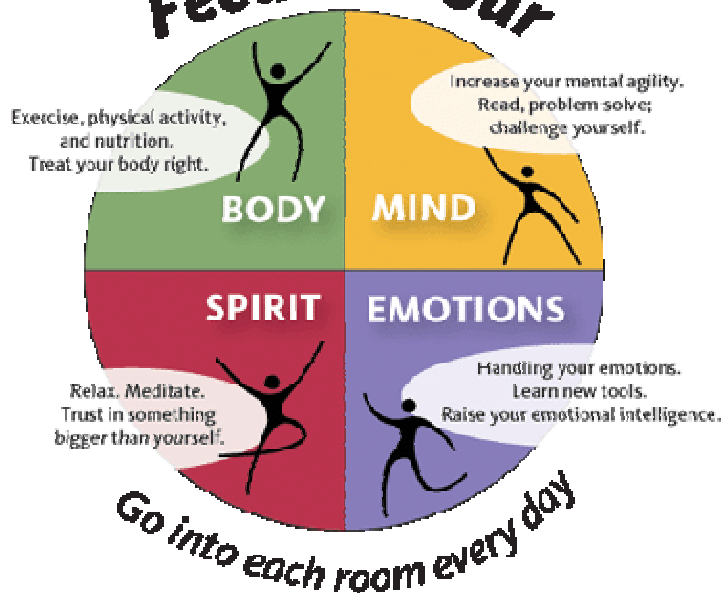
How Does One Do this?

Start by being aware of where you are and what you are doing at all times.

Try feeding the four dimensions of self; body, mind, spirit and emotions, in the four dimensions of life; at work, away from work, with others and alone.

Become aware of your body and how important it is to the fullness of your

Feed all Four



life. Take time for exercise or at least do some physical activity that will get your heart pumping and your muscles working. And eat right. Keep the calories down, sugar down and salt way down. Treat your body right.

Stimulate your mind, acquire new knowledge through education, reading, problem solving, accept new challenges in relation to your chosen career, never become complacent. We have learned that if you do not stimulate your mind it will become fat and flabby, out of shape. That can lead to all kinds of unpleasant problems.

If there is one dimension of self that seems sadly neglected unless you count worshipping technology that would be the spirit. Learn to relax,

perhaps through meditation, walking, yoga, listening to music, believe and trust in something bigger than yourself. Move outside of your world and comfort zone, **BECOME AN EXPLORER.**

Finally, ever though much of what we have created out there in the working world does not really encourage it, become aware of the emotional part of yourself, that part of your being that houses feelings; get in touch with what you feel, when you feel it and then learn how

to better manage those feelings. It is called emotional intelligence and more and more is becoming a safe place to hang your hat without any stigma being attached to it and to you. If you are broken emotionally find the courage to fix yourself by whatever healthy and worthwhile means. Then when you are reasonable satisfied with all your hard efforts turn around and extend that emotional intelligence out to others. Be sensitive to the feelings of others and manage those relationships in thoughtful, meaningful ways.

Get into each room for a little while each and every day.

It is a long journey this thing called life, we need all the support we can get.

In my bulletin; **"Everything That's Beautiful Is Cracked, That's How The Light Gets In,"** published back in August of 2008, I quoted Leonard Cohen; singer songwriter, novelist and poet who said that *"everything that's beautiful is cracked, that's how the light gets in."*

I said at that time that I believed he has captured the essence of beauty. Beauty is in the nature of our flaws. It is in our reflective self-awareness and acceptance of our imperfections that we discover our true beauty.

Once we begin to reach that level of maturity and self-esteem, approaching self-actualization, we increasingly behave and even radiate an inner goodness, grace and dignity, which becomes evident to the people around us. Acceptance of ourselves is eventually what leads us to becoming self-actualized. It allows us to transcend our imperfections, highlight and focus on our strengths and forge a life for ourselves and for those who we love in a congruent way with the essence of our being.

I said it back then and have absolutely no reason to change that belief!

I believe that in spite of the seemingly complex nature of our world today, our true self is actually love reflected. Become a positive force for good, it will make you feel better.

Coach Ladd

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Aligning the Octopus

By: John Pineau MCP

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You're the boss. You've made it to the big time. You've worked extremely hard to get here. On a day-to-day basis everything is moving along okay but economic uncertainty has you and everyone around you worried. There have been a few sleepless nights. Come to think of it, there have been several actually.

Experts talk about a second wave. You wonder if people are overreacting, or if there is some credence to what they say. People shrug it off, assuming that it won't affect them. While they assure you that everything will be okay the look in their faces tells you otherwise. There's worry there. Just like there is with you. You talk positively to the troops because you know how important it is for them to see you happy. They rely on you to keep them that way. You do your best.

You wake up in the middle of the night experiencing a range of emotions.

You're upset. In fact, if you're brutally honest with yourself, you're actually kind of scared. Days pass and nothing really changes. You have lots of experienced, senior people supporting you, lots of knowledge, but you can't seem to execute change. You look at the financials. They're the same financials they were when you last looked at them, a day earlier, and they don't look great. You talk to your team again – still, no solutions. Weeks pass and nothing changes, except maybe oil prices.

A big fan of marine life, you pick up a magazine you've ordered to escape for a moment. You read the feature story about a sick octopus living at a marine park. The doctor in charge describes how this normally active octopus hadn't moved in weeks. He also describes how he solved the problem. He talks about the poking and prodding he did during his clinical exam, and how the octopus did everything in its power to elude him, including spraying ink all over the place, which is what octopi do when they feel threatened. Octopi are great at hiding too, which is exactly what this octopus did, the task made easier by the fact skeletons aren't an issue with octopus. Aware that the octopus is one of the most intelligent of all invertebrates, the doctor describes how he spent the better part of a day searching for him. He goes on to explain how after finally finding this little eight-legged creature, he restrains it long enough to examine



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everything from its eyes and its beak, its four pairs of legs, and its mantle. He talks about being fortunate enough to conduct a blood test, x-rays, Cat scans and Pet scans (no pun intended) before placing it back in the tank for good.

The octopus doctor emphasizes the importance of a comprehensive review on this creature. It hits you. Of course it's a comprehensive review. Test only its four pairs of legs and risk missing the problem. You think about applying this approach to your business. You get a rush of adrenalin, realizing you're on to something. By the way, the octopus is okay.

The reason I'm telling these stories is to emphasize the importance of a comprehensive approach to business problem solving. I first noticed the value of this when I started writing stories for businesses. In order to write the story, I would talk to people at all levels of the organization. I'd start with the President and CEO, move to senior managers from various disciplines and then round out the story-building process by talking to tactical people, those on the front line. I'd talk to people about all aspects of the business.

I found this fascinating because I was able to see how each part of the organization functioned both as a silo, and as part of the larger organization, and how the organization functioned with other organizations. I started to recognize structural and procedural

problems. I saw communication breakdowns and barriers to the implementation of organizational goals. It's not like people intentionally stood in the way of progress. They just did.

The story building process changed all that. After conducting our interviews, alongside other experts from OZZ, we shared our findings with leadership. We talked about the problems and what it would take to achieve buy-in & change agreement, resource & brand clarity, and better policies, products, and services. We set out these findings in an alignment plan along with potential solutions (called an OZZ media map).

The alignment plan also identified how the organization's goals would be integrated into stories. Because people were connected to a story they were eager to volunteer information during the interview process. Unlike conventional approaches to corporate improvement, the story connects with people on a deep, emotional level. It's just that much easier for people to get excited about the company they work for when a story is being told. It's quite incredible to see actually, the transformation in people's body language, attitude and outlook as we work together.

Once the story is laid out in the alignment plan, complete with solutions to business problems, the story production and distribution stage begins. Professional filmmakers,

writers and musicians collaborate to transform the story into an entertaining electronic media package. The story is released to the public providing an opportunity for input regarding whether the organization is on target or not. The project, which ultimately has a beginning and an end, produces the mandate companies seek along with a measurable understanding of how effective its strategic goals are, both inside and outside the organization.

Despite strong leadership, organizations sometimes don't work as well as they should – like the one above – because people become misaligned with company's mandate. An aligned organization on the other hand has a clear mandate to increase revenues and reduce risk, which is something all organizations seek in one form or another.

Alignment comes from collaboration. Collaboration occurs by leveraging the power of a story. The moral of these stories can be summarized in two sentences. If you want your octopus to be aligned, think comprehensively and hope it doesn't freak out too much while your doing your tests. If you want your organization to be aligned, think comprehensively and tell a good story.

John Pineau, MCP is the founder of OZZ media corp. John is the company's Chief Creative Officer.