

Donna Lynn Price

3rd  
edition



# Launching Your Dreams

Making **Wild** Ideas Happen

# People Are Talking...

*Without question I believe we all have the ability to live our visions and embrace life to the fullest. The problem is that many people settle for less in life because they are lacking the knowledge of 'how' to actually live in this manner. Read this book and you will learn exactly how to plan your future, live your dreams and chart your course in the process of achieving the life you have always dreamed!*

Patrick Snow, International Best-Selling Author of **Creating Your Own Destiny** and **The Affluent Entrepreneur**  
[PatrickSnow.com](http://PatrickSnow.com)

*This is one EXTRAordinary book! There are many books on creating dreams in your life that I have read and I've even written a couple, and this book is an essential to read. It is simple, down to earth and gives you a process that gives you all the tools to really bring your dream into your life, in an easy, effortless, fun way. Simply said, I LOVE this book and know you'll be inspired by it, as I was.*

Terri Levine, **The Business Mentoring Expert With Heart and Chief Heart-repreneur®** at [Heartpreneur.com](http://Heartpreneur.com) and best-selling author of dozens of titles including **Turbo Charge Your Business As A Heart-repreneur®**, and **TurboCharge Your Business**.

*Price explores the many faces of leadership and the significance of intentionally taking charge of your own life as the initial task in turning dreams to reality. Launching Your Dreams is an inspiring read!*

Joy Peterson, Psychotherapist, Speaker and Author of **Discovering a Dynamic Marriage**  
[DiscoveringDynamicMarriage.com](http://DiscoveringDynamicMarriage.com)

*I am Donna's mother, and for the past eight years we have worked together professionally. I applaud her methods. Even as I helped edit*

*this book, I found myself doing the process of dreaming again. As her client I have published five books and re-issued a CD, AND have four more books almost ready to go. It works.*

Ann Freeman Price, author of ***Mama and Me; Wisdom of Children; Trilogy of Cancer: The Jolt, The Journey, The Joy; 50 Graces to Sing to Tunes You Know; Psalms in Shadorma;*** and the children's book ***Do You Love Me;*** and composer of the CD ***Womansongs / Peacesongs.*** [AnnFreemanPrice.com](http://AnnFreemanPrice.com)

*When people create and embrace their dreams, their world changes. But launching their dream often feels like an overwhelming challenge. Donna Price's book takes people through that challenge, providing both inspiration and technique for launching their dreams. I have found her approach to be a valuable benefit to clients in my own practice.*

Linda Schmidt, LC Schmidt Associates, Executive Coach  
[SchmidtAssoc.com](http://SchmidtAssoc.com)

*Launching Your Dreams is based on Donna's personal experience of realizing her dream to bicycle across the country. Using a very intentional process of visioning, resource development, strategic planning and the support of an ongoing mastermind group, Donna developed a cross country bike tour, obtained sponsorship of an international organization and then cycled coast to coast. Donna says: "daydreams are so much better when you are living them."*

Tiiu Napp - Author, Speaker, Coach ***Believing in Love Again***  
[TiiuNapp.com](http://TiiuNapp.com)

*This story is so inspiring, and uplifting. Through Donna's story, she helps you pedal your way from a dream into reality!*

Nicholas Strand, Author of ***Loving Someone Who is Dying,***  
[ChooseYourAttitude.org](http://ChooseYourAttitude.org)

*Whether you're kicking off a cycling tour or kicking tobacco - whatever your endeavor - you'll want the support of great teachers*

*and friends to bring along for the ride. Donna Price brings first-hand experience of living a dream, and the wise advice that comes with it! Let her accompany you on your journey.*

Joanna Cummings, Author of ***Kick Butts, Take Names***

[KickButtsTakeNames.com](http://KickButtsTakeNames.com)

*Everyone has dreams but few attain them unless they know the secrets that Donna Prices shares in **Launching Your Dream**. Let Donna show you how to realize your dream and become a lifelong Dream Maker.*

Andy Fracica, MBA, author of ***Navigating the Marketing Maze***

[FracicaEnterprises.com](http://FracicaEnterprises.com)

*If you have a dream, a target you wish to hit but are unsure how to get there, do yourself a favor and read “**Launching Your Dream**” by Donna Price! A natural and professional educator, Donna takes you along on her cross country cycling journey, demonstrating how you, too, can make your dream your reality.*

Karen Szillat, Author of: **Empowering the Children: 12 Universal Values Your Child Must Learn to Succeed in Life**

[EmpoweringTheChildren.com](http://EmpoweringTheChildren.com)



# Launching Your Dreams

**Making WILD Ideas Happen**

*Donna Lynn Price*



*Donna Lynn Price*



Launching Your Dreams  
Making WILD Ideas Happen – 4<sup>th</sup> edition

*Donna Lynn Price*

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## Download the original Launching Your Dreams Toolbox:

[CompassRoseConsulting.com/lyd-toolbox](http://CompassRoseConsulting.com/lyd-toolbox)

Use Special Code: LYDbuyer

In the toolbox you will find:

- Workbook
- Guided Visualization Audio
- Cards for printing
- Tapping Your Creativity Slideshow
- Launching Your Dream Interviews
- E-Course

These gifts are designed to further help your dream making journey.

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# DEDICATION

To the dreamers that go beyond the dream and create it, live it and  
inspire others.

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*Launching Your Dreams: Making WILD Ideas Happen*

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# Acknowledgements:

*Launching Your Dreams*, has been a dream in itself. To write a book at all was at times beyond imagination. To see it unfold initially was a thought that emerged into a tele-class, and then expanded into a book. Now, seven years later it evolves once again, with guidance and help along the way. First, is my partner and husband, Ken, who has stood beside me as I developed this book and my business. He has never doubted me and challenged my own doubts when they arose. He has endured hours of my head stuck in my computer, perhaps years...and he keeps on smiling.

My coaches and mastermind colleagues along the journey, first helped me to birth the idea, and now have helped me to revisit this work and make it even better. Their insights, ideas and continuous support have each played a role in getting this book out again!

I have also been inspired by the dedicated work on writing by my mother. We have worked together to get her many works published. She is an inspiration. She has provided wonderful feedback and editing of the drafts and helped me to craft what you are reading now.

I thank all the clients, story tellers, friends and contacts that have shared their stories with me and inspired my writing.

A special thank you to Hosteling International and Suzanne Toomey Spinks for supporting the idea of the Peace Tour, my advisory committee that helped me create the route, the concept and kept us safe. I also thank the Peace Festival Committee that pulled together a great festival event for our stop in Buffalo; and my riding

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partners along the journey, that helped me to live the dream.

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I love being a dreamer, and continue to build  
dreams that seem at first glance impossible!

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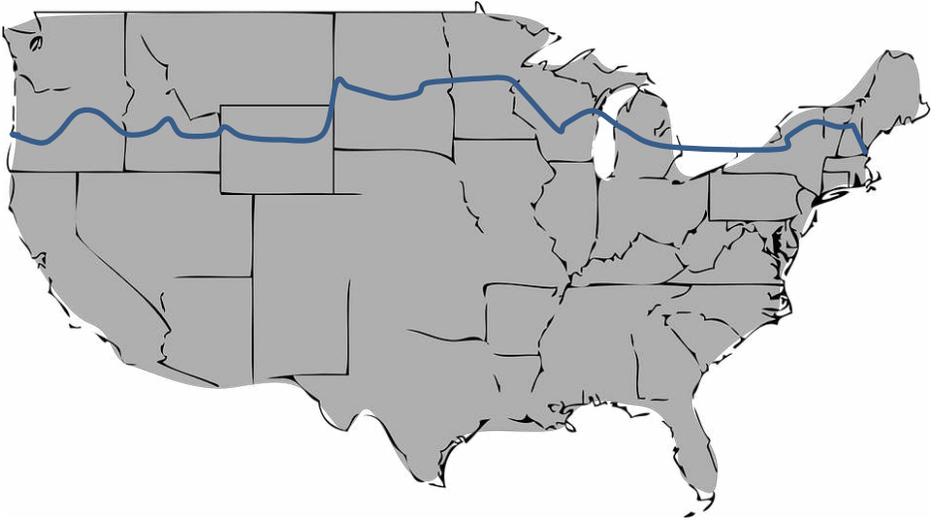
# Contents

Prologue	7
My Story or Part of It...	7
Getting Started	15
Intention, Centering and Moving Forward...	17
Vision	29
Creating a Clear and Compelling Vision	29
Focus	41
Identifying a Clear Focus	41
Dream Analysis	45
Looking Deeply At The Dream...	45
Quality Check & Values Compass	51
What Are The Qualities I Need To Move My Dream?	51
Getting Out of Your Own Way	63
How Do I Block My Own Dream making?	63
Looking at Fear:	79
The Deepest Essence	79
Building Your Advisory Team	87
The Art of Masterminding	87
Resources	93
What Do I Have? What Do I Still Need?	93
Sharing Your Dream	103
Getting People Involved	103
Transforming Your Passion Into Your “Job”	111
A Look At Being An Entrepreneur	111
Entrepreneurship: The Next Steps	123
The Four Pillars of Business Success	123
Creating Inspired Actions	131
Service:	141
Expanding Your Vision Through Passionate Giving	141



Staying on Your Path	149
Walking With Intention, Living Boldly	149
Making it Happen	155
Building in Accountability and Support	155
Visualizing the Dream in Action	161
Celebrating Success! Each Step Of The Way,	165
You Are a Dream-Maker, Celebrate!	165
Leadership:	169
The Key To Making It Happen	169
Navigating Change	177
Realizing Your Dreams Change Your Life	177
Tool Box	183
Additional Tools for When You Are In Your Own Way or Just Plain Stuck	183
Launching Your Dreams	191
Start Living...	191
Treasure Chest	195
Additional Resources to Help You Launch Your Dreams....	195
Epilogue	201
Being a Life Long Dream-Maker	201
About the Author:	207
About Compass Rose Consulting	211





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# Introduction

*Launching Your Dream, started several years ago as a tele-class and expanded and evolved into a book. Writing a book had been one of my dreams for several years and to see this book in print, in my hands was incredible. The work within Launching Your Dream, has remained consistent, but as I have grown and learned over the past few years there was just more to say, information to add and a few things to change. It felt like the right time to bring this work back into my life fully and make those updates.*

*Thus, I have changed the name, just slightly, from dream to dreams – so now it is Launching Your Dreams, because most of us don't just have one dream, we have dream after dream, after dream. What you will find is that once you learn how to be a successful Dream Maker, you can just keep building your dreams. It's not that we are never satisfied, us dreamers that is, it's that we are visionaries. We see the possibilities and we continue to imagine them.*

*Inside you will find new chapters, a bike log and business log that give you additional insights into the trip – the cross-country bike ride, and my business journey. Launching Your Dreams has impacted both. I have also added new chapters on leadership, entrepreneurship, navigating change and service. You will find that each adds to your ideas, insights and planning for your dreams and vision. Even if you are not interested in being an entrepreneur you will find value in reading those chapters.*

*What I know is that the process within Launching Your Dreams works. It is a method that you can use to be a successful Dream Maker. The dream is yours and the process for building it is outlined here for you to use over and over. Dream building is not a one-time*

Donna Lynn Price



*event. You will find it works this time and the next time. Since the original release of this book, I have continued to dream and be a builder of dreams. I hope the same for you.*

*Donna*

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# Prologue



**My Story or Part of It...**



First, I want to share with you one of my Dream Maker stories. Creating dreams is a journey and a fabulous one for the most part.

I looked at my life and wondered – how did you get here? It felt like it had all just happened and I had watched and participated but I hadn't necessarily been in the driver's seat in regards to my career. I had worked with people with disabilities since I was 14 years old and that is the only work I had ever done. And at the moment that I sat there looking I was 37 years old. I had a Master's degree in Special Education and an undergrad degree in Psychology. I was qualified for the job I had and I had the potential and ambition to advance as I had been doing for the previous 23 years. I felt tired and burned out in my job, frustrated with my workplace and how it operated.

I had a great job though. I had a lot of freedom. I was a leader and was able to make decisions, influence the direction we were headed. I had lots of benefit time available to me and I worked with a team of people that were more than competent. One exciting part of my job was to participate on a region wide training committee and we had offered several conferences for staff that used adventure activities and the outdoors for team building and personal exploration. In ways, it was like coming home because 17 years earlier as a direct care staff I had organized camping trips for the residents of the group home I worked in. We saw amazing changes in people in two short days of staying at a campground. At that time, around 1979, I had no idea you could work in outdoor recreation and get paid to take people camping, or lead wilderness trips or anything like that.

I started to explore my desires and dreams through experiential adventure. First, I participated in a 72-day leadership course with Outward Bound. At the top of an 80-foot rappel I sat terrified

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behind dark sunglasses, tears in my eyes, wondering – how did you get yourself in this mess? And the reality was I had signed up for the course and each step was a challenge and an accomplishment. Up on that rock, I let each of the other members of my group go first, until it was just me and the instructor. I did tie-in to the rappel line. The instructor had us on a back-up belay. As he tied me in he didn't say a word. Silent wisdom. I said "you've got me?" and he said "Yup, I do", and I backed off the side of the mountain and lowered myself the 80 feet to the ground. On rappel, the rappeler is in control of the descent. I had the ability to stop or slow down whenever I needed to. As I lowered myself, my feet on the wall, the wall itself disappeared and there I was hanging in the air, controlling my descent. You can't stop in the middle of a rappel. I had to finish the rappel to be on solid ground again.

I learned many things on that trip and lessons that I continue to figure out and use throughout my life. Outward Bound has a strong values based philosophy. Despite the challenges my group found in living these values I began incorporating them into my life: self-reliance and interdependence, physical fitness, compassion, service to others and craftsmanship.

Through each challenge with Outward Bound I learned significant lessons, and struggled in the small group community we were forming. I believe that you often don't realize the lessons you are learning until later, when they play again in your head. One of the most poignant lessons has returned to me time and time again. Being "heavy-set" I am not a great rock climber. I'm also afraid of heights and have little upper body strength. In rock climbing you need to use your feet, but the tendency is to hold on tight with your arms and hands. This tires you out, but feels the safest. To put your weight on your feet you have to trust your feet.

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One day we were climbing in Joshua Tree National Monument. I was at a point where the next hand hold was just out of reach. In order to keep going up I needed to reach it. I carefully reached for it, but couldn't make it. I searched for alternatives and tentatively kept re-trying for the hold out of reach. The instructor, after patiently waiting for me to explore all options, said you have to "commit to the move, you have to go for it with everything, without hesitancy." As I stood in my place of safety, his words sunk in. If I wanted to succeed, to make it to the top of the climb, I was at a place where I had to decide. Decide to trust, to commit, to move forward (up), or to throw in the towel and be lowered back to the ground. I only had one option, and I had to decide. Perched on the rock face, I went for it, with everything, I moved to the new foot hold, trusted my feet and I committed, finishing the climb.

With each transition I have made, that lesson comes back. You can't change your life with hesitancy, you have to commit. The strong values that I see in my own life are risk, courage, commitment and trust. Throughout the last few years I have needed each of these to keep moving forward and to keep bringing the things I wanted into my life.

After finishing the Outward Bound course I returned to my non-profit job and continued to explore my destination. My work in residential programs with people with disabilities had been filled with creating life plans and program plans for the people we served. We looked at some key things:

- ✨ What is your dream?
- ✨ What are the resources you have available to accomplish/achieve your dream?
- ✨ What resources do we need to create to support you in achieving your dream?

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- ☀️ What are the steps you need to take in order to move closer to your goal?
- ☀️ When will you know you have succeeded? What will it look like, feel like, and sound like?

Through this process we created all sorts of new and innovative living arrangements, jobs, community supported goals for people. We designed plans that moved people into their own apartments, got them jobs in the community, helped them learn to ride bicycles and accomplish all sorts of other goals and dreams.

I used much the same process for creating one of my dreams. I found a long lost passion for cycling and joined a bike club and started riding. I love the feel of travel, wandering and exploring. I decided to follow through on a dream I had and created a cross country bike tour. I began taking steps to make it happen.

**1<sup>st</sup>:** I joined a cycling club and began riding a lot

**2<sup>nd</sup>:** I told people I was going to bike across the country

**3<sup>rd</sup>:** I signed up for a tour leader training course

**4<sup>th</sup>:** I found an organization that sponsored these types of trips and obtained local and national sponsorship support for the trip.

**5<sup>th</sup>:** I created an advisory committee to help me with the plan and oversee route development and safety.

**6<sup>th</sup>:** I worked on the day by day route, accommodations and service sites, making contacts and setting up our itinerary.

In creating the Peace Tour, I had to keep working each step over and over to create the overall plan. And it ended up with a great tour route. We had two people sign up for the whole tour and two people sign up for shorter sections of the tour. I always felt like that was a failure, but the reality is that the sponsoring organization took

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on the marketing of the tour. My goal was to bike across country and I did. So from a perspective of goals, I accomplished my goal. I biked across the country and loved it. I love the feel of my bike with panniers on it and the feel of the open road. A bicycle with everything we needed, right on it, is a true recreational vehicle. I loved the way my body felt, strong, capable, fit. I was an athlete, a pretty new experience. I could ride 30 miles or 120 miles in a day. I could climb over the White Mountains, the Green Mountains, the Adirondacks and the Rocky Mountains, and carry my fully loaded bike down the stairs in the San Francisco subway station.

I learned new things about myself on that tour. I saw the country from a close-up perspective. I met hundreds of Americans and found that the majority of people are good. Despite the evening news, people all the way across the country were kind and generous to us. I found an ease in being with strangers that I didn't experience on my Outward Bound course. I further developed a love of group, community and adventure; and I learned that I can intentionally create what I want in my life, when I am clear about what it is and I have a plan.

I finally left my job of 10 years and the security of retirement, vacation, and salary to train to facilitate on a low and high ropes course. (A ropes course is an obstacle course built in the trees, used to teach group skills, community skills and individual risk taking). I moved across the country for four months to work as an intern in Washington State and then headed to the mid-west to complete my second Master's degree. After an intensive one-year Master's degree program I secured a job as the Director of an outdoor experiential education center and we moved east. I settled in to use all of my facilitation training and leadership experience to create a sustainable work community. Part of my goal I accomplished and then in so many parts we fell short, and I fell short. I know so much

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more now.

## **Risk**

In creating my dreams or changing my life I have found that it takes risk: risk to move out of the safety of a job or the safety of home and into a new space. Risk, according to the dictionary is: “the chance of something going wrong; somebody or something hazardous; chance of loss to insurer”. To take a risk is to: “put something in danger; do something despite danger”.

I felt like life had been good, but I also wasn't sure I was totally doing what I wanted to do. I hadn't explored all of my options and now I was transitioning several aspects of my life. I had just found cycling again after many years, and loved cycling as a youth. It felt like I was coming home. I also had just left a long term relationship of 9 years. It was freeing in ways to not be connected in a relationship, a house. I started dreaming.

For me, risk is making a move when you can't see all of the outcomes. I had had adventure, through Outward Bound, but I came back to my life. I was still searching. Part of the adventure of cycling across the country was to meet people; to be on the road but out of the wilderness. There was risk in cycling across the country, as there was in Outward Bound, but in both cases I had a safety net, and I was returning to my job and the life that I knew, for the most part. The benefit was the growth that I achieved in each adventure and each journey along the way. Learning and growing is largely what life is all about, I think: learning more deeply about you and more deeply about relationships.

So, in developing your dream, part of figuring it out is to look at the risk, what risk can I take, what risk do I have a safety net for or back-up for? What are you really willing to do? How big is the risk? What

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do you gain by taking risk? What do you lose by not taking the risk?

Life is risky, but so many of us live in a comfortable place, in our “comfort zone”. Things move along, pretty much the same way they’ve been moving for years. It feels familiar and comfortable. Part of that is wonderful, and part of it starts to get stale or boring. We start yearning for more, something different, more stimulating. Risk can help in moving out of the comfort zone. Outside of our comfort zone is where we learn and grow. When we live in the status quo we’re not growing. That’s not to say that you have to change your life, but we do need to keep our lives interesting and keep pushing our comfort zones in some way. It might not be cycling across the country. Risk might happen right at home, having a truth conversation with your significant other or learning a new skill. For me, learning to ride a horse would push the comfort zone. I’ve tried this once in the last few years and it didn’t go all that well. To do it again, I would need to decide that it was really important to me, to push myself back into the arena.

As an outdoor educator, and the director of an outdoor center, much of my job was to manage risk. This is important as well. It is important to evaluate the risk and determine whether there are ways to manage it. Is it safe to take the risk, can it be managed, or can parts of it be managed and minimized? I value my ability to take risks; it is balanced with insight and wisdom.

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# Getting Started



**Intention, Centering and Moving  
Forward...**



## Intention

My intention is to share with you my story of dream making and then share an experiential process for creating your dream that uses your mind but really taps into your heart self also. There are a lot of books out there on creating your dream, or achieving your goals and each has its own special approach. The great thing is there are lots of dreamers and dream makers and we all learn from the different stories and the approaches we have each taken on this journey. I also have found that the dreams are all different and what's a dream to me might be crazy to you and vice a versa, but when it comes down to making a dream come true there are specific steps you can take and exactly what the dream is doesn't really matter.

Welcome to the journey. I hope you enjoy it.

## Process

This book is a combination of story and process. The process is for focusing you on your dreams and I use my story to illuminate how the process worked for me in realizing my dream or several of them. It has become a tapestry or weaving of these two things together and hopefully the flow between the two works for you. To clarify which is which I have used italics for the story and regular font for the process. That should help if you are looking for specific tools to use after you have read through the book.

The book outlines a variety of steps and tools for launching your dreams. I have included additional tools at the end of the book. The techniques and tools can be used over and over as you move your dreams and vision forward. There are tools for when you are stuck or not moving to help get you moving. And, it is all simple, not over complicated. Realizing your dreams is a wonderful journey, but it definitely has its challenges along the way.

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## *Centering*

Before you get started into the depths of my book, spend a couple of minutes centering and focusing yourself. It's important to be centered, to have your energy focused where you want it and not drifting or working on other things. I am the Queen of multi-tasking, but I want to tell you that as you enter this journey of launching your dreams, you want to be focused.

Centering is a time of quieting the mind and letting go of the worries of the day, bringing your mind, body and spirit together into the place you are now and being quiet there. A centering technique I like is to just sit and listen to my breath, focusing on it moving in and out for several minutes. I have a very busy mind and centering is one of my biggest challenges. I have constant chatter inside, working out problems, finding solutions and dreaming new dreams. In using a centering technique, breathing, the breath becomes the focus, the movement of the breath, its deepness, the air flowing gently.

Sometimes I use heart breathing. In heart breathing I focus my breath on the heart. I feel breath going in and out – through the heart. This is a visualization paired with breathing. It shifts my energy.

Take several minutes to center, before embarking on this journey.

Thank you! Now, you are ready to begin the journey.

## *Hopes and Fears*

What are your hopes and fears? Looking at our hopes and fears tells us a lot about what's on our mind. Use a piece of paper, divided in

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half with “hopes” the word written on the top on one side and “fears” on the other. Take a couple of minutes and write them down, a list of hopes and a list of fears. Hopes and fears can tell us a lot about what is in our way, what our agenda is, what our dreams or aspirations are and what blocks these or gets in the way. It’s helpful to write these down and have them out in the open, not hidden.

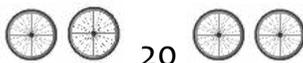
Amazingly, we can hide from ourselves; we can lie to ourselves, and con ourselves. This is a chance to tell the truth. What is the truth about what you hope and what you are afraid of? You can write the list in general or just in relation to creating your dreams. There’s nothing else to do with them, except to look back at them every once in a while and check in with yourself on how you are doing in regards to the particular hope or fear.

You can also keep using this exercise to check in with yourself and tell the truth about what is coming up in your life. Sometimes hopes and fears are closely related or opposite of each other and sometimes they are very separate. If you are a manager or group facilitator, this can be helpful with groups to tap into what their individual agendas are before a meeting and help you in addressing them.

## Getting Started

During our time together we are going to focus on visioning your dreams and creating a plan for achieving them. We will end with a commitment for moving forward with **inspired actions** and daily steps of action for success. I’ve always loved tapestry so I am going to use it as a metaphor for how I will weave my story with the lessons I have learned on my dream making journey, with the process I have used to achieve the things I want in my life. You are

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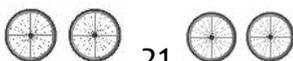
going to need paper to write on. Markers and crayons might be helpful to you also. Grab any other materials that you would or might like to use in creating your vision, and dreams. Some people use magazine pictures, some people use fabrics.

This is a chance to really bring out your creativity and inspiration. I have a book of pictures from magazines and words that I cut out that I have added to my calendar notebook. These are all things I want to bring into my life, and some of them are here! The wonderful part of creating your dream and vision is that there is such passion and desire for it to be our reality that we are highly motivated. We are also thrilled when we get there. Hopefully the journey there is a good one too! As we all know it's not always about the destination but about the journey. Throughout this book I will share with you parts of my story, and **the journey** is one of my stories.

*Several years ago I took an Outward Bound course with Pacific Crest Outward Bound School. It was a 72-day Leadership Semester. I was able to take a leave from my job to attend, and what a journey it was. We did many different things but our first was a backpacking trip in Joshua Tree National Monument in California. It was beautiful, hiking in the desert in the spring.*

*The spring had been especially rainy and there were flowers blooming that local people hadn't seen in years. I hadn't ever been to the desert before, so it was all new. My group was mostly male, and they wanted to move, or at least some of them did. I was carrying a heavy pack and enjoying the walk, with no hurry to arrive. It was the journey. That evening in our group circle it came up, that some people were frustrated at how slowly we were moving, since you can only go as fast as your slowest person. We talked about the flowers but they weren't really interested. The next day I was the*

*...Becoming a Dream-Maker*





*leader of the day, and I set a fast pace. We were on our own without our Outward Bound instructors. They were letting us practice our new topographical map reading skills on our own. We climbed an extra mountain, and then down a steep, dry ravine. Throughout, I walked fast. When we finally arrived at our camp site everyone laid down, with packs still on, looking like turtles stuck on their backs. That night at our evening circle there were comments like: “wow, you can really walk fast if you want to.” To which a couple of us responded sure we can walk fast, but it’s not what it’s about, it’s about how we get there, and the journey along the way. And there was a connection, understanding. Some days we walked fast and some days we walked slower, but we always got to see the flowers.*

As you enter this book, you are beginning a journey. While you will create a vision and dream that you move towards and create, remember to enjoy the journey. I am also taking you along on two journeys with me – first my cross country bike ride and second, my business journey. I will share with you some details of my cross country tour, lessons learned and the business lessons of building a successful and thriving business.

Throughout the book there is a business log and a bike log at the end. You can choose to skip over these two logs. The bike log is more for all the people that had a million questions about biking across the country when I speak to groups about the ride. The business log is more practical; it gives you the ins and outs of creating and building a thriving business.

Use the space in this book to make notes about the ideas that come to mind. I always recommend that as you take a class, read a book or listen to a webinar that you capture the ideas that are inspired by the speaker rather than writing down what the speaker is saying. As you read this book, you will have ideas about your dream, or your

*Dream, Create, Live----Now....*





vision, perhaps you will even create your vision as you read. These are the notes you should jot down. It's a technique you can use throughout your life.

I also recommend keeping an idea journal. I love the old fashioned composition books. I use them to capture ideas, article ideas, book outlines, radio show topics, whatever comes to mind. They are what I reach for in the middle of the night when I just need to clear my mind. You can take time later to go back and edit, add detail, but initially work to get the gist captured.

The important thing is to use this book as one for your work, an idea generator. What I say isn't as important as what ideas emerge as a result for you!

**Bike Log:** The bike log is where you will find stories of the trip across the country. Sometimes they will be lessons learned, sometimes just journal entries.

### *Bike Log:*

*The Ride: 4500 miles*

*Portland, Maine to Bandon, Oregon*

*9 Service Projects along the Route*

*1 Peace Festival*

*9 flat tires (3 in one day!)*

*3 crashes (all low speed)*

*Two Stops by Police with Flashing Lights*

**The Business Log** is where I will share with you bits and pieces of what I have learned as a business owner and business success coach over the past 9+ years. It is not a comprehensive training in itself but rather a glimpse at how I have launched my dream of being a

*...Becoming a Dream-Maker*





business owner and building a successful and thriving business.

### *Business Log:*

*The Basic Facts:*

*Compass Rose Consulting, LLC*

*Started 2003*

**Services:** *Speaking, Training, Coaching, Consulting, Team Building, Strategic Planning, Business Coaching and Business Development*

**Clients:** *small business owners, corporate and non-profit teams, business leaders, independent professionals.*

**Speaking:** *Business Associations, Women's Leadership Conferences, Business Forums, Colleges/Universities, Schools.*



### *Bike Log:*

*When we left Portland we headed for the mountains of New Hampshire and our first service project site at the Appalachian Mountain Club. Riding out of town went smoothly. We put our back tires in the ocean in anticipation of reaching the Pacific and putting our front tire in there!*

*Almost immediately I noticed that my bike had a funny front end wobble. It wasn't just a little wobble, the whole front end felt like I was riding on wet spaghetti. It didn't happen all the time but was un-nerving at higher speeds on the down hills.*

*We were clueless what was going on and why it was happening. I had been training on this same bike for a year. I had ridden with*

*Dream, Create, Live----Now....*





*both front and rear panniers and had never felt anything like this before.*

*When we arrived in Concord, New Hampshire we found a bike shop. The first guy I talked to looked totally useless. Then, a young guy with wrenches in both hands came down and confidently said he knew what the problem was. I was sure that he did as he looked totally sure of himself. Thrilled to be past that hurdle we headed up the mountain to the Mountain Club.*

*Just outside of town it was obvious that whatever he had done had had NO effect on the wet spaghetti. We rode on.*

*It became my challenge. All the way across the country I challenged mechanics to figure it out. Even my own mechanic in Buffalo was unable to solve the problem. He found that my Concord guy had over tightened the headset but other than that, the wobble continued.*

*It wasn't until Idaho that we finally figured it out and the solution was simple!! Before the trip I had changed the handlebar stem to change the length of my reach. We lowered the handlebars and it has never wobbled again!! Simple. But that took nearly 4,000 miles of wobbling to figure out.*

### *Business Log:*

*Deciding to go into business was a huge risk. It meant leaving the safety of my job, the benefits, the regular paycheck and all that comes with a job. My job was a good job. I had prestige of being affiliated with Princeton University. I had security, a retirement plan that was growing, good salary. But, there's has to be a "but" to make such a major change. I had a vision of my life that included*



*time with my newly adopted little girl, time to experience her and time to bike, run; spend with my partner, Ken. For me, it has always been about time, my most valuable resource. My job was all consuming. I was on call 24-7. I was working 12 hour days or more. I would call home and say I'm leaving and I'll be home in a half hour and then get pulled into something, not making it home for hours.*

*The job just wasn't fitting into my life or the vision I had for my life.*

*I decided with my partner to take a HUGE risk and leave. I left before starting a business or creating a plan. I would do that differently now. Being in a job is a great time to create your exit strategy and plan. Vision the future and build that strategic plan. I will be outlining this process throughout the book. I leaped.*



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# **Vision**



**Creating a Clear and  
Compelling Vision**



## Vision

Can we create the life we want? Can we take a vision or a dream and make it happen? **Definitely.**

It is the clarity of vision and of purpose that provides a clear path or direction for the realization of a dream in your personal life or in a corporation. Businesses and corporations more often plan strategically, than we as individuals do. As individuals, we too, have vision and can develop a plan for making it happen. Setting a step by step plan has a better chance at success than does just having a passing or recurring day dream. For me, cycling cross country happened because I made it happen. I took it step by step. Adopting three children happened because I made it happen: again, step by step (and there are a million steps in adoption). And now, building a business that is effective, of value and operates with values is happening step by step.

Ask yourself: what are the pieces that make this dream happen? What do I need to put in place to create it?

When I started talking about riding across the country I didn't have the skills or the resources to accomplish it. But as I put the tour together, I gathered those. So, now you know you don't have to have it all right now to make it happen down the road. You will have what you need. You can learn skills and gather resources throughout your plan. A dream doesn't have to be big, like cycling across the country. It is yours, it is whatever it is. It can be to have a new job, or open your own business, or lose weight, or create better relationships with family. A dream is individual.

Now I use visioning as a way of creating the future that I want. I write my vision in detail, in an "as if..." sense. As if it is happening

*Dream, Create, Live----Now....*





now. Not from the perspective of “in the future I want....”

## *Dream-Building*

I have found that many people don't have a dream, or don't know what their dream is. I certainly have felt this way at times. Someone would ask: "what do you want to do when you grow up?" I felt like I didn't know, I had no clue. Becoming clear on your vision and dream is important in creating the life you want, living with intention and not just letting life happen.

The first step in the *Launching Your Dreams* process is to get clear on the vision and dream. I have several different approaches and tools for you to use in doing this. You can use each or just one or two. They each are going to give you different information. They are intended to clarify the dream and vision or to figure out what it is. They will work for either or both! Remember, this is yours. There is no right or wrong answer. You are not in school here; you are envisioning your life as you want it. Take some time and have fun with it.

### **1. Guided Visualization**

Our first approach is to spend some time in a guided visualization and meditation. The intent of the visualization is to create the space for visioning your dream. What is your life's desire? The guided visualization provides you a relaxed setting to visualize the future. So, get comfortable, relax and enjoy the journey. Imagine your future in as much detail as possible. Touch it, feel it, smell it, hear it, use all of your senses. Creating meditations is not my best talent, but here is a draft that you can use, or add to and delete from and then record. It works best if you are listening to the meditation rather than reading it or trying to think it, or at least that works best for me.

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Find a comfortable place to sit, where you can lean back and relax. Close your eyes. Breathe in slowly, listening to your breath. Take a deep breath in and slowly release it. Continue to focus on your breath. Relax your body. Imagine it is one year from today. You have spent the last year taking inspired actions, moving you in a clear and focused direction of your deepest desires. Each step you have taken has been successful in moving forward.

After visualizing your dream, your vision, write it down. Write it in as much detail as possible. Whether you have created a new vision or you are already focused on a particular dream write it down in great detail. Give it as much detail as possible, as if painting a picture and then describing it to someone who can't see it. Include the colors, the texture and feel, the smell, the sounds, the feelings the picture emotes. Remember, this isn't a time to judge, make decisions or edits. You are journaling the experience, your thoughts and ideas. Get your pure heart thoughts onto the paper. You will look at it all more closely a bit later. Take time to get it all down. Really take the time, now as you have experienced it to write it.

With visioning and crystallizing your vision in writing you want to keep working on it after this initial writing so that you have it right. Bringing the vision or dream into your life is exciting. Use the vision to motivate you each day. Read and re-read the vision for inspiration and motivation. Add detail to it, but don't get so caught up in it being perfect that you don't work on moving it forward.

Guided Visualization, you can download our guided visualization from our website. Check the resources section in the back of the book for the link. You can also use another guided visualization, or your own meditation or create your own guided visualization CD. I have a few resources in the back of the book for you to use in

*Dream, Create, Live----Now....*





creating your own guided visualization.

## **2. Imagine, you have it all....**

For some of us our dream or vision isn't clear, it's not standing right in front of us. This is a process for getting at your unique sparkling vision. So imagine, today is your lucky day – you have all of the time and money you want and need. What does your life look like? What do you create with that freedom? This is a “you won the lottery” approach. What do you do? This does actually give us some clues to what our deep desires are. A couple of days ago someone told me they had no clue what they would do if they “won” the lottery. Me, I have a total plan, but it also ties directly into my vision for my life and what I am intentionally creating. Yes, of course my life would change if I won the lottery, but the core of the vision would remain the same.

Use this opportunity to dream, write it down and later you can go back and see what pieces of it are relevant. Again, take a minute to write down your ideas as quickly as possible, without your internal editor. Write in the present, as if it is already here. Even if you have created a great vision using the guided visualization, this approach can give you additional information about what you want to create in your life. Take a few minutes to at least make some notes about what you would do if you had it all....

When you look back at your list you will find pieces that you can move forward on right now, without winning a huge lottery. Perhaps you have a new house on your list, or travel, or even a bike ride! Or maybe you would do charity work, you can go out and do that. Service is important for all levels of income. It is good for our souls. Be sure to look back at your lottery plan and see where you can take actions today. What can you bring into your life now?

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### 3. Create a picture....

You should at this point have some ideas and thoughts down on paper, but I also have two additional processes for you to use. First, is to gather all of your favorite magazines and go through them collecting pictures and words that represent things that you want. Not material things necessarily, but the life style, the pieces of the dream. Again, this is a great process to use even if you have a clear vision of what you want. Use the photos to create a collage of the things you want in your life. You can use pictures, type, words, phrases, colors, portions of pictures. This is a powerful process for manifesting the things you want. Take each picture and glue them to poster board or into a journal and then write your vision, what your life looks like, feels like with these things in it. You can also use a computer.

I recently did this for my business. I used clipart, scanned pictures and pictures of things I wanted to manifest and created a collage from these. I had the local printer make a color print of the collage using their large format printer and have it hanging in my office. It provides me motivation for continuing to do the work, and inspiration each day. Some of the things I included are this project that you are reading now, a new space on our property for my office and meetings, pictures of people that I want to do business with, and then many things reflecting the personal things that I want to manifest – happy family, vacation, sailboat.....The visual is motivating and inspiring and helps to keep me pointed in the direction I want to go. Even if you have done one of the other visioning processes, this one is fun, and you end up with a visual that continues to keep you connected to what you want.

I also include several collage pages in my calendar book of the things I am working on this year. When I am out of the office, they are there right in front of me. I can add to them as new things emerge.

*Dream, Create, Live----Now....*





And they inspire conversation when I flip through my book to set a date with someone. They get a glimpse of my personal vision and also see that I practice what I guide others to do.

I have had clients that have created their vision board and are so excited when they look back at it and find the things on it that have really happened in their lives. It becomes a place for inspiration, reflection and motivation.

For my bike trip, I had a map of the country with the route slowly outlined on it as I developed it. I also had a box of state maps, but the country map put it all together, it gave me the big picture. Now, I use a similar map when I talk with groups about the trip, and it inspires. It is what vision is really about: creating a picture of the destination so that you can then create the map.

#### **4. Personal Search....**

The last approach for getting clear on your dreams or vision of your life is to do a personal search. Read old journals, talk to your siblings, your friends, your parents – is there a long lost dream or vision? Does it still resonate with you? When we adopted our first child, a friend said to me “I can’t believe it has taken you this long, you have always wanted to be a parent”, I was 42 at the time and I really hadn’t connected with that part of myself for a long time, but it had been a dream for quite some time, and she knew it. We had been friends since we were 13. So, search. We’ve all had things we thought we wanted and through maturity and experience found it wasn’t our path. It is ok to let these go. I’m not suggesting we all go back to our childhoods and resurrect an old dream that’s been left where it should be left. BUT, for some of us there are passions of the past that got left behind that are worth resurrecting, passions that we do want back in our lives.

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For me, cycling was one of these. I had grown up, in the country, riding long distances to visit friends. I had one friend that would ride with me and we would do 50 and 60 mile rides. As a teenager I had even done a week long camping bike tour. When I started riding again and really riding, I felt passion, like I was home. So, a personal search is another approach to fully exploring yourself and your deepest desires.

Give yourself time, time to figure it out, time to dream and visualize. You don't have to have it all figured out in a couple of hours or even a couple of days. And, don't get caught in the "it's too late syndrome"

It is not too late. I learned this vital lesson from my grandmother. She had worked her whole life for the telephone company. She was the oldest of nine children and helped her mother support the family. She was also a single parent and had a daughter to support. She worked hard and was promoted from operator to supervisor despite the fact that she did not have a high school diploma. After she retired at the age of 65 she enrolled in a high school equivalency program and earned her high school diploma. She has a dream of having a high school diploma and decided that it was never too late.

The same is true for you. You can move dreams into your life whether you are young or older.

### *Business Log:*

*I thought starting my own business would be easy. I had friends that had consulting businesses that were very successful. My first year I tried to do too many things and distracted myself in several directions and the business was a total bust. The years since then*

*Dream, Create, Live----Now....*





*have been ones of focus, commitment and continued risk and courage. A tremendous amount of trust has been invested into the business, by both me and my partner, and step by step a business has emerged. It looks different than I first pictured it, but it looks great! So, YES, we can create our dreams, we can come up with a plan and launch them.*

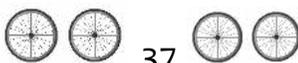
*In business, it is essential to create a vision. As the leader, you are the driver of your business. Having a clear and compelling vision helps to get your staff on board with the future of the company and getting you there.*

*Just like with the cross country bike ride, sharing your vision with others can open new doors. While there are times to keep business strategy confidential, you need to evaluate carefully, when you do and don't do this.*

*For many small business owners, sharing their vision and connecting with others can be critical in growing their business.*

*My business vision includes creating a leadership institute that provides cross cultural leadership development for youth and business leaders, bringing together different cultures, religions, political alliances, into experiential leadership development. The Institute is a center based institute that has resources to bring these groups together.*

*In addition, to the business development and leadership development that Compass Rose Consulting currently does, the Compass Rose Leadership Institute will be a leader in the field.*





## 4 Ways to Name or Find Your Dream:

1. Visualization
2. Dream the Lottery Win and Write It Down
3. Collage/Draw/Vision Boarding
4. Personal Search

We have reviewed several ways to get at your dream and vision. For some it will be a way to refine your dream and for others it will be a way to get it started. Have fun with your visioning.

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# Focus



**Identifying a Clear Focus**



## Identifying our Focus

Now looking at all that you have written down and thought about in the last few minutes, hours or days, is there an idea or vision that just really sparkles, that really jumps out at you, that calls your name and that you KNOW – this is it. “This is something I’ve got to do!” Pick that one, circle it, highlight it, draw stars beside it, and make it sparkle. This is my dream, my vision, my passion ---.

Wow, you have done a lot of work already. Now we can start figuring out how to launch it!

Being focused is so important. When people take on too many things, they tend to lose focus and are easily drawn in different directions. The result is that little gets done. If you aren’t starting off with a burning dream and are doing the work to identify that dream and vision, take the time to narrow it down to a focus. This will give you a better chance of achieving it and bringing it into your life. Don’t throw the other ideas away. They can be future projects. The beauty of dream making is that once you have intentionally built your vision, then you can do it again and again. Focus is a key.

Identifying your focus will help to guide you along the way. We will be working on your guiding principles and values, they also become part of your guideposts. Vision, focus, values each play a role in you staying on your right path and not getting distracted by other things coming your way.

Staying focused on your dream or vision is essential in achieving that vision. When we allow ourselves to be distracted we veer off of our course and can totally miss out on achieving a great dream or we can take much longer to reach the vision.

*Dream, Create, Live----Now....*





You've spent some time now developing your dream and vision. If you have written it down in detail you are more than halfway there! It becomes your focus that motivates and inspires you into action. When you lack that focus it is harder to move forward.

### *Business Log:*

*In developing a business creating a clear focus on coaching, business leadership development has been a key. It took a while to figure out exactly who to serve and how to serve, but with continuous evaluation and reflection a clear focus was determined.*

*As a business owner I look at focus as the core purpose of my business. The questions I ask myself and that I ask clients are:*

*What is the core purpose? When you started your business what was the core purpose what did you start with? What was your idea? What was your mission? We want to go even deeper than mission what is at the core of why you are doing business? Why does your company exist?*

*Asking these questions helps to be clear about the direction you are taking your business or your dreams.*



Loved this campground name. When I saw it on the maps, I just had to stay there – mostly just for this picture!

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# Dream Analysis



**Looking Deeply at The Dream...**

**and**

**Beginning The Plan...**



## *Dream Analysis*

What are the steps to accomplishing your dream? This is a new kind of dream analysis. Break the dream apart. What are the different categories involved in your dream? For example, in putting together a cross country cycling route I had categories such as: Route, Accommodations, Service Project Sites, Resources (bike shops, bike clubs, hospitals, clinics); Marketing; Communications; Gear; Rider Welcome Packet; Peace Tour Festival, Activities, Budget. We will come back to these categories later but for now figure out what the categories are, if you have categories. Take just a few minutes to get these down on a chart.

At least identify the major categories. These will help guide the development of your dream. Each category can then be broken down into smaller steps. What needs to happen for each category to be complete? Some things will need to happen in chronological order, while others can happen in any order. I use this chart over and over. When I complete most of the things on the chart, I file it and create a new one, transferring any items from the previous one to the new one. I find it helpful to me in managing many different tasks.

I used similar charts as a manager of multiple projects. I had a list for each project, for each person I supervised and a general category. When small things came up I would add them to the appropriate category. As I sat in meetings I would often have new things added to my plate and they would get logged onto the chart. I did the same thing with the peace tour, as I learned more, found out more, I would add new items to the chart. I do the same now in my business. I have several new projects underway at the same time, in addition to marketing, client follow-up and more. I use similar charts to keep me on track and keep things from “falling

*Dream, Create, Live----Now....*





through the cracks.”

Your dream making chart can be designed however it works for you. If you download the workbook, you will find a chart in there that is a great tool for keeping on top of all of the details of your planning. (check out the download link in the front of the book.)

### *Business Log:*

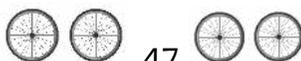
*In business, I call this the strategic plan. What are the steps that take me to my dream or the vision of the business? Vision is the role of business leaders. As the leader, it is your responsibility to create the vision. Staff input and buy in is vital. You can glean important information from staff for your vision. They have insights that you just might not have, based on where you work within the organization. Don't discount the value of the view of your staff.*

*If you are a one-person shop or small business, then it is you. Neglecting the vision of your company can have a negative impact on it. When you create a powerful vision, it draws you into the future and it keeps you on your right path. It is easy to get distracted as a business owner. There are many opportunities flying into us each day. When you have a clear vision and values, you can use those as your guide for what direction you take your organization.*

*It is also vital to communicate your vision to the staff. When staffs know where you are headed then they are empowered to help you get there. When they aren't clued in then they may be working against you without even realizing it. Communication is one of those vital leadership skills. Communicate!!*

*Even as a business owner, I have a vision that is drawn out. The picture is able to be hung on the wall as a reminder of where we are*

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headed. The vision doesn't have to be graphically stellar. Hand drawn visions or vision boards are realized each day. Having to have a perfect graphically representative vision could be another way that you stand in your own way.

The strategic plan becomes the map to get you to the vision. When you create a clear and focused strategic plan that staff and you can implement then the vision is realized more easily.

There are different ways to structure your strategic plan. A few things are important:

- ✦ Keep it simple
- ✦ Make the goals measurable and assign responsibility for implementation
- ✦ Keep the plan in front of you (don't put it away on a shelf)
- ✦ Review the plan every month at the minimum

**When you implement a strategic plan consistently things happen.**

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Beautiful murals tell local history...



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# **Quality Check & Values Compass**



**What Are the Qualities I Need to  
Move My Dream?**



## Quality Check

In navigating you use a compass. In creating your dreams or vision, a compass becomes a metaphor for your values and qualities. Identifying these is important. Working to be strong in your convictions becomes more important once you embark on the journey of dream making. Often our dreams take us out of our own comfort zone, but they also take us out of our family and friends' comfort zones. We can be challenged by others; told we are crazy or stupid or dumb for taking on the challenge or risk that our dream entails. Having strong values and qualities helps you to stay on your path. The compass becomes a guiding force. You check it when challenges come up or new opportunities or ideas. Do they fit into your vision and are they keeping you on your path? Do they fit within your personal compass?

What are the qualities that you need to accomplish your vision and dream? For me, these were critical personal qualities that I embraced for my cross country tour.

**Perseverance**

**Courage**

**Commitment**

**Responsibility**

**Fitness**

**Risk**

How do you rate yourself on these? Where are you at? Do you live these qualities now or do you need to develop them? What are the strategies that you can use to develop these? Jot down some thoughts. Rate yourself on these and any other qualities you feel you will need.

Some of the strategies that I have used are:

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- ☀ Read stories of others who have these qualities
- ☀ Take small steps of courage
- ☀ Take big steps
- ☀ Talk to myself about my own qualities and abilities
- ☀ Talk with other people
- ☀ Journal when I get stuck
- ☀ Challenge myself
- ☀ Read my sparkling vision over and over
- ☀ \_\_\_\_\_
- ☀ \_\_\_\_\_
- ☀ \_\_\_\_\_
- ☀ \_\_\_\_\_
- ☀ \_\_\_\_\_
- ☀ \_\_\_\_\_

Rate yourself on qualities that you need to accomplish your vision and dream:

- 5 – I am totally there
- 4 – I have the quality most of the time
- 3 – I waiver a bit
- 2 – I need to really work on establishing it
- 1 – I have a lot of work to do.

\_\_\_\_\_ **Perseverance:** (insistence, urgency, firmness, resolve, determination) **determined continuation with something:** steady and continued action or belief, usually over a long period and especially despite difficulties or setbacks.

\_\_\_\_\_ **Courage:** (bravery, guts, nerve, valor, daring, audacity) **quality of being brave:** the ability to face danger, difficulty, uncertainty, or pain without being overcome by fear or being deflected from a chosen course of action.





\_\_\_\_\_ **Commitment:** (promise, pledge, vow, obligation, assurance, binder, dedication, loyalty, steadfastness) **the act of committing,** pledging, or engaging oneself; a pledge or promise; obligation.

\_\_\_\_\_ **Responsibility:** (accountability, duty, charge) **something that takes up time or energy,** especially an obligation; reliability or dependability, especially in meeting debts or payments.

\_\_\_\_\_ **Fitness:** (health, strength, robustness, vigor, form, condition) **being physically fit:** the state of being physically fit.

\_\_\_\_\_ **Risk:** (possibility, danger, chance, gamble, take a chance) **do something despite danger:** to incur the chance of harm or loss by taking action.

*Other qualities you need:*

What are the other qualities that you need to focus on to make your dream and vision happen? I've outlined a few that I found critical to realizing my vision. They have served me in business as well. There are certainly many other qualities that you can choose from.

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Develop a plan for moving this part of your work forward. What will you do to work on the qualities that you need for success? How will you check yourself on these each week or each month? Are you so paralyzed by fear that you cannot move the dream forward? I can't do it because the risk is too big. Well, then you have a choice. You can either work on the fear or choose to drop the vision and create

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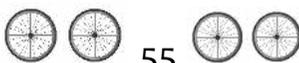
a new one that is safer and not as risky. In doing this you need to evaluate the risk, as I mentioned earlier, look at ways of managing the risks. Cycling across the country has a lot of risks. Leading a group has a lot of risks. Part of how we managed these risks was through policy and procedure.

We established procedures for how the group rode together. For instance, to manage the risk of the group getting separated we had policy that the group would stop and gather together before making a turn. That way no one turned and everyone else kept going straight. Each group member had a set of maps, and a cue sheet with the directions on it. And still we stopped and “re-grouped” at each turn. Each rider also wore or had strapped to the back of their bike a reflective triangle. These were visible for a good half mile at least. We also used the triangle as a signal if you had stopped and were off the side of the road for a “rest stop”, you left your triangle on the shoulder of the road. This told the last rider to stop and wait for this rider and no one was left behind with the assumption that everyone was ahead.

Can you create policies that deal with the risks? We can have these “rules” in our families as well. We sail, and our kids aren’t allowed on the boat in the cockpit without a lifejacket on. They can be in the cabin without their lifejacket. This is similar to a “policy”, but at home we call it a “rule”.

I am basically a shy person. As a small business owner, I need to talk to a lot of people. I have found that for myself I am most comfortable talking to people when we have something in common. As a sailor, I can talk to boaters at the dock with ease. As a cyclist, I can talk to other cyclists with ease. I know a lot about both and have quite a bit of experience with both. There is comfort. In developing a plan for myself to talk in networking situations, I found myself once again stepping outside of my true comfort zone. It has taken

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courage to start a business and follow through with that path. I have learned a lot about small businesses, marketing small business, creating visions, building success, and now I am armed with things to talk about with other small business owners and am confident in my ability to be of value to them as a coach and resource.

My action plan for addressing fear of talking to small business owners was:

1. learn as much as possible
2. read marketing manuals
3. identify important issues for small business owners
4. create solutions for small business owners
5. create comfortable scripts for conversation that aren't too focused on selling and practice them.
6. build relationships over time through networking, speaking and free seminars

What are the action plans you need to create to address your qualities, to bring them into full alignment with all parts of your life or your business? Spend some time jotting down your notes for each area and brainstorm some action steps you can take to make changes. What are some ways that you can strengthen your core qualities for better success? Are there groups you can join, classes you can take, ways to confront areas of weakness? Being pro-active only helps. You are creating a powerful plan for success and being sure that your personal qualities are strong will help you.

### High Quality Action Plan:

Quality: \_\_\_\_\_

Action Step 1:

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Quality: \_\_\_\_\_

Action Step 2:

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Quality: \_\_\_\_\_

Action Step 3:

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Quality: \_\_\_\_\_

Action Step 4:

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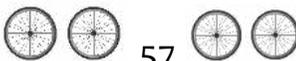
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### Business Log:

*As a business owner I have found that several of these qualities have been critical and at the same time challenging. Becoming a successful business owner is hard. It is not an easy path. I thought in the beginning very naively, "if you build it, they will come." They didn't. I didn't have a business background. In the non-profit world I had always had a waiting list. I didn't go out looking for clients or customers, they were just there. Networking was about*





*collaborating and relationships, as well as building rapport and expertise so that eventually someone hired me. It was a whole new world. With that there were many challenges and many times when I thought I just wasn't going to make it.*

*The lesson of commitment from that rock climb came back to me many times. "You have to commit to the move." I felt like that is what I had to do to be in business. I couldn't be wishy-washy in business; I had to be all in. I had to commit. In addition, the climb over the Rockies rang true for me with perseverance. It is one step at a time. Consistent and persistent action produces results. Vision with no action just remains a daydream. I was beyond day dreaming, I wanted to LIVE the dream. I am still working to LIVE that dream, the vision of an abundantly thriving business. It IS on that path! But it has definitely taken longer than expected and taken more persistence and commitment and RISK than I ever imagined. Is it the right path? For me, it is. I have looked off of the path at jobs and other opportunities and I end up right back at Compass Rose Consulting. It is my passion, and the vision is great.*

## Values

Values are different from qualities. We have just looked at what personal qualities you need to succeed. Values are positive ideals that guide behavior.

Working from your values provides a foundation for your company operations; it is your values which guide you. I use both values and personal qualities in developing my vision. I found that both were helpful to me. I still rely on the personal qualities of perseverance,

*Dream, Create, Live----Now....*





courage, commitment, responsibility, risk and physical fitness; but I also have business values that drive the vision of my company and help to guide what I do and where we go.

Use the list in the following chart to brainstorm your company values. You can add to the list if you don't find the values that are at your core there.

I use this list by reading them and circling the ones that are really important to me; the ones that have to be part of my business. Then I go back through the list and narrow the list to the most important five or six.



✦ Diversity	✦ Efficiency	✦ Respect
✦ Independence	✦ Authority	✦ Integrity
✦ Achievement	✦ Simplicity	✦ Quality
✦ Effectiveness	✦ Respect	✦ Excellence
✦ Status	✦ Sustainability	✦ Creativity
✦ Beauty	✦ Justice	✦ Self-Reliance
✦ Knowledge	✦ Social Justice	✦ Humility
✦ Structure	✦ Interdependence	✦ Legacy
✦ Fairness	✦ Non Violence	✦ Social Responsibility
✦ Teamwork	✦ Quality	✦ Honesty
✦ Trust	✦ Commitment	✦ Risk
✦ Money	✦ Courage	✦ Community
✦ Wealth	✦ Fitness	✦ Accountable
✦ Urgency	✦ Service	✦ Change
✦ Passion	✦ Creativity	✦ Wisdom
✦ Volunteerism	✦ Innovation	✦ Religion
✦ Customer Satisfaction	✦ Balance	✦ _____
✦ Honesty	✦ Integrity	✦ _____
✦ Recognition	✦ Fun	✦ _____
✦ Perfection	✦ Family	✦ _____
✦ Loyalty	✦ Competence	✦ _____
✦ Faith	✦ Growth	✦ _____
	✦ Learning	✦ _____

**What are the operating values you use in your life and/or your business? (Select five top priority values)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## **How will I work on developing the qualities and values that I need?**

In working with leaders, I encourage them to look at the values of the company and then assess HOW they are living those values. It is important that the company is implementing the values that they state throughout the organization. When values are out of alignment then people become confused. For example, if you have a value of being a “green” company, but use Styrofoam cups that fill landfills for centuries, you are in conflict with your green company value.

I believe that it is critical to be in total alignment, or at least striving for that. When I worked for a non-profit we were teaching youth that education and college were important in order to have good paying jobs. The staff working directly with the kids would teach about college, taking kids on college visits, incorporating them into our trips etc. At the same time, our well educated staff were drastically underpaid. There was a disconnect with what we were teaching and what our practice was.

Take a look at your list of values and evaluate them. Are they showing up in alignment at every level of the organization (marketing, HR, finance)? Are they showing up in all parts of your life? Do they show up only for some and not for others? How can you improve or change this? Living the values is more important than stating them. If you don’t live them then there is little point to listing them.



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# **Getting Out of Your Own Way**



**How Do I Block My Own Dream  
making?**



## Getting Out of Your Own Way

Often, in dreaming and dream making especially it is our self that stands directly in our way. Are you in your own way? In this step we look at how we get in our own way, with our thoughts and behaviors that limit our success. Do you have that inner voice that tells you what you can and can't do? I have constant chatter and sometimes the things I say to myself are not very good. They are things I wouldn't let people say to my young children. In this step, we look at these thoughts and behaviors closely. What are the limiting thoughts and beliefs that you have, that are in your way? The things you say to yourself about this vision that stop it cold. Sometimes we are our worst saboteurs. We **can** have it all; it is there for our creation. So, how do we get out of our own way? First, let's listen deeply.

### Listening

To understand how we are blocking ourselves or getting in our own way we must listen to the internal dialogue. What are the internal voices saying? Do you have a voice that says negative things and another that tries to quiet the negative voice? Or maybe you don't label it as negative, but rather as the truth. What is the truth about your internal dialogue? Is it helping you? Or is it stopping you from achieving what you want? What would be different in your life if the dialogue was different? Before we explore the possibilities let's hear the dialogue.

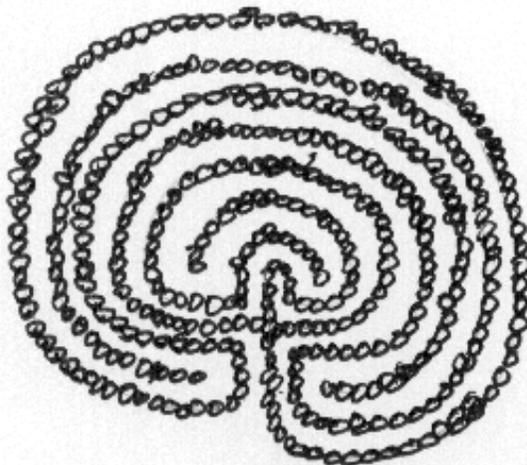
I have tuned into this dialogue myself in a couple of different ways. One way was in walking a labyrinth. A labyrinth is a single path or unicursal tool for personal, psychological and spiritual transformation. Labyrinths are thought to enhance right brain activity. (The Labyrinth Society: <http://www.labyrinthsociety.org> )

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You can find a labyrinth near you through their website. It is a wonderful walking meditation method.



I walked a labyrinth regularly when healing from personal tragedy. In that walking I found that I could dialogue. One day I heard clear dialogue on my journey into the center of the labyrinth. Once in the center, I stopped, meditated, and stayed fully present. On the journey out of the labyrinth, there was silence. Even when I tried to re-enter the dialogue, there was silence. When I left the labyrinth I wrote in my journal about the conversation I had had. I believe this can occur in meditation, walking meditation, running, cycling or whenever and however you quiet your mind and tune in to the conversation. Try to hear the voices that are talking about your dream and vision.

Certainly, you can use this approach with many different things, but here we are listening to how we are, “in our own way” in regards to the dream and vision. Do you hear a voice telling you that there is

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no way you can do this? What is the rationale, what is the underlying message --- “you’re not good enough, or you can’t be successful?” Write it down. Write it like a dialogue. You can even decide to enter the dialogue and ask yourself some of these questions. There is nothing wrong with being direct with YOU. Set the scene: “I’m working on creating this new direction in life – a new career, what do you think ---?” What are the answers that you hear? Continue the conversation: do you think I can do it? How am I stopping myself?

Taking time to listen to yourself, your inner dialogue helps you to figure out how you stop yourself from living your dream and vision. Writing down the dialogue is one way of getting to this. The inner voice can be loud or very soft. Spend a few minutes listening. The voice or its messages might come from your past, from things that people have said to you in the past. What most people fail to realize is that YOU have the power to take over the conversation and the inner voice and change the dialogue.

I was always told I was quiet and shy, good but quiet and shy. As an adult, a group of friends was very “into” the Meyer’s Briggs personality inventory. On that test I came out as an “introvert”, which reinforced everyone’s feeling that I was quiet and shy. After moving into a new field of experiential education and leadership development I retested on the Meyer’s Briggs and came out slightly over midline on the introvert/extrovert scale. One friend told me you can’t change that. Well, maybe not but I now go to several business networking events a month, do public speaking, have been doing training and staff development for years and am often perceived by supervisors and peers as too outspoken. And today, my speaking is effective and dynamic.

I bought into the idea that I was shy, but I have also consistently

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- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

## Journaling

I've already highlighted the importance of journaling in this activity. You can also journal without the dialogue part. When you're feeling stuck, journal about it, listen to the inner voice that is your wisdom and journal. Write down your struggle, the internal struggle, what is getting you stuck. Sometimes you journal, you come to a new answer. We are each wise and we have the knowledge that we need. I believe that you can work through this through journaling, listening and sometimes with the help of a great coach!

I have one client who visualizes the voices as little children sitting on a couch. We talk about what the children are saying, and often they are scared and not saying supportive things. Journaling about the conversation helps you to be in charge of it. All these internal voices might start sounding crazy, but it's not. Everyone has internal voices. Here we are looking at how the internal voices get in the way of success and how we can teach those voices new language and new things to say to us.

Imagine, you're out with your children, and a person walks up to your beautiful, bright, little girl and starts saying things like: "You're never going to amount to anything; you don't have the smarts to do much of anything; you're not very attractive and only attractive people are successful" .....and on and on.... I don't know about you, but I'm pretty protective of my children and I don't let people talk that way to them, and as a parent, I don't talk to them that way either.

When someone talks to our children and says inappropriate things,

*Dream, Create, Live----Now....*





we intervene. That's our job as parents. Why isn't it our job with "ourselves", with our own inner voice? Well, actually, it is. We have a responsibility to talk to ourselves in loving and caring ways, to be cheerleaders, encouragers and reinforcers. I believe and have witnessed the ability in people to change what their inner voice is saying and start creating a new inner dialogue.

So, how is it that we allow our inner language to talk to us like that? When my kids say mean things to each other we practice new things to say. We say all sorts of positive statements to our children, such as "you're smart; you're creative; you're strong..." These are the types of statements we want to hear within ourselves; statements that build us up, that encourage our success.

### *Changing the inner dialogue...*

You've identified how you are standing in your own way. Is it time to change the beliefs, to decide "I am not buying into this anymore"? You are in control and you can decide that this is no longer the way that you want to live your life. You want to create a new level of success or you have this fantastic dream and vision that you want to move forward; and now is the time to get yourself out of the way. You can make a decision to shift your underlying beliefs that stop you from achieving the things that you want. You have the power to choose to create a new mindset. It's a matter of quieting the voice inside.

Once you have identified your existing dialogue, write a new one. What do you want to hear? What would be most helpful in moving you forward, in creating your dream and vision? Write it down and then along with your sparkling vision, read it every day, morning and evening, until it's happening naturally. And then, when a new not so nice conversation emerges, write it down and re-write it! Take

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them?

- ✨ Create a short summary of affirmations
  - ✨ Post it in your car, computer, the bathroom mirror
  - ✨ Read it each morning and evening
  - ✨ Journal about the changes taking place in your life
  - ✨ Help your inner voice say new things
  - ✨ Create a personal visualization CD and incorporate your new dialogue into the CD
  - ✨ Continue to journal the new dialogue
  - ✨ Use colors, bold letters and post them around your house, in your car, on your computer screen.
- ✨ \_\_\_\_\_
- ✨ \_\_\_\_\_
- ✨ \_\_\_\_\_
- ✨ \_\_\_\_\_

Hopefully, you have gained new insight into how you stand in your own way, and how to move yourself out of the way. It might take time to truly shift your beliefs and embrace this new belief. Read it each morning and each evening before you go to sleep. Breathe deeply each time you read it, breathe in the new belief, let go of the old belief. Embrace yourself. Don't let the old self sabotaging talk back in. When the inner talk creeps in, listen for your new dialogue, or even say it out loud.

This is important work. It is vital that you move yourself into a positive mindset in order to truly build your dream and vision.

### *Overcoming Obstacles:*

Living a life of intention and realizing your dreams is far more challenging than it sometimes sounds and overcoming the obstacles

*Dream, Create, Live----Now....*





can be overwhelming. And that can be why many of us don't end up living the life of our dreams.

Why do people sit day dreaming instead of taking action and living their dreams? There are many excuses and reasons for not living your dreams, but there are also ways to move the excuses out of the way and move into action. Day dreaming is fun, but as you are discovering, living your dreams is incredible.

One of the largest obstacles we can face is ourselves and our own friends and family. We have already discussed how YOU can be in your own way and we have worked to change your inner dialogue and get you out of the way.

But what do you do when the negative attitude, negative beliefs are coming from outside: from our friends, family, co-workers, colleagues and others? How do you shift what you are hearing from them? This is a bigger challenge for many.

Some of the things you might hear are:

“You can't do that”

“You'll never make it on your own”

“You have to keep your job the market is bad and you'll never get another if this business is a bust”

“We don't have the resources”

“You're not smart enough”

“My friends and family keep telling me it's not feasible, that I'm crazy!”

Maybe you've heard other similar comments. These are challenging to overcome. It seems our friends and family would want us to be happy, successful, living the life we want. The ideal isn't always the reality we are living with. Sometimes those that care the most about us aren't the best support people. Sometimes they are what

*...Becoming a Dream-Maker*





stands in our way of achieving our goals, dreams and aspirations. If you are stopped cold by negative talk there are several things that you can do:

### **Share Your Dream, Share Your Vision**

Share your compelling vision with them. Create a vision story that gives them all of the details, what will be happening when you realize your dream, how you will feel, why it will be good. Share your goals and be as clear as you can. Talk with your friends/family that aren't supportive and let them know about your desire and passion for living the dream, for bringing it into your life. Tell them about how you see your life changing, and the positive outcomes you anticipate. And then, ask them for their support. Remind them that they care about you and your happiness and that their support means a great deal to you.

I call this having real conversations, speaking from a place of "I", not defensive, not finger pointing. Okay, so you're doing this great sharing and you're working really hard to talk from "I" and your partner or significant other says "yeah, but what about us, me, the kids, the house, your commitments to us?" Great question. I like to actually say that, "great question". What else would you say? "well, of course I've been thinking of all of that too...." Does your dream and vision cause you to abandon your life and leave it behind? That is a BIG decision and a BIG move. I certainly can't answer that for you, but you do need to be thinking about the impact on your life and weighing what's important to you. Can you balance it all? Can you include your partner, spouse, significant other?

### **Fear – Talking About Fear**

Underlying our own obstacles and underlying those of our family or friends is often fear. Fear is an all-powerful controller. I left the security of a well-paying job to become an intern at an Outdoor

*Dream, Create, Live----Now....*



Education Center. My friends and family were ultimately supportive, but there was also fear that could be heard in their voices, their comments. Are the objections you hear based in fear? This is another area that you can have very direct, real conversations with people. You can reinforce that you have thought through your plan, including the things that are scaring them. Let them know what you are doing to address those fears, and it might be nothing. For me, an important thing was talking about what was happening to me internally by not making the move, the unhappiness, the stress, the frustration, whatever it is you are feeling. When you live totally within your comfort zone everything remains static. When you step out of that comfort zone there is learning, there is movement in your life. There can be risk in moving your dream forward. Looking at that risk for yourself and being able and willing to share our thoughts about the risk, the fear can help others to feel more comfortable with your desires.

### **Create Support Outside of Your Circle**

Form a mastermind group or advisory group that will support your new efforts. Meet with them in person or on the phone each month (at least) to report on how you are doing and what progress you have made. In a mastermind group each person will also report on their goals and their actions and you have the opportunity to support them as well.

Reach beyond your typical circle and gather support from outside your circle. In developing my business, I have worked with people via telephone across the country in a mastermind type format. We each help each other in building our businesses.

### **Build Positive Support for Yourself**

Positive affirmations are great. But in dream making I have found that it is powerful to stay in the flow of the dream, the energy of the

*...Becoming a Dream-Maker*





dream by creating a CD with my vision story on it. It's written in the present, as if it is happening now. Building a vision story includes details, feelings, descriptions, as if you are painting a picture. When you read it or hear it you feel inspired, excited, motivated. When you are faced with negative obstacles, creating a positive story that you can read and listen to regularly re-energizes you.

Overcoming obstacles in dream making is often much of the work that you need to do in realizing your dreams. Tapping into the positive energy that you gain from the steps you take forward is important in staying on your path. Be proactive in taking care of yourself and in communicating with your circle of friends and family. They can become your resources and allies. Be real, be open, honest and direct.

### *Business Log:*

*Many, many business owners have shared with me their fears of going into business. They were told they were crazy; no way they would make it. I was told that too. "How could you leave a secure job? A paycheck? It is a huge risk to start your own business and at the same time it can be the most rewarding opportunity because you have created it. It can also be much more financially rewarding than many jobs. With the growth of the Internet the world has changed and that has given many people an opportunity to venture into business ownership. But as we discussed in the "Quality Check" it takes courage, risk and perseverance to succeed. It doesn't change the doubts and fears that you and/or others might have about taking this bold step. The tools outlined can truly impact your success in this area.*



*Dream, Create, Live----Now....*





### *Bike Log:*

*After returning from the bike ride, I picked up running again. I arrived home in October. One year later I registered for a marathon. My goal was to run half of the marathon. I was training for a February full marathon. I got to mile 14 and kept running. I was feeling good. By mile 18 there were people along the route cheering and saying you're almost there! It's hard to stop amongst cheerleaders! I decided to keep going. It was my internal talk that finished those last 8 miles. I kept telling myself "you can do it, you're strong, you biked across the country, this is nothing, you rode over the Rocky Mountains, you can do it..." and on and on it went. Sure enough, I finished.*



*Dream, Create, Live----Now....*

# Looking at Fear:



**The Deepest Essence**



Now, I have to comment on the picture for this chapter. There is fear that is real and deserved. There are things in this world that we should be scared of. A bear looking in our tent is definitely one of them. But there is also fear that we create ourselves and keep reinforcing with our own self talk, and there is fear that is somewhat justified yet surmountable. Don't fool yourself into believing that your fears are totally justified. Look at them closely. Ask yourself – "is this a bear looking in my tent?" Create a test that works for you!

### *Bike Log:*

*Ken and I were riding in Yellowstone National Park. When you enter the park they hand a flyer about Bison and how dangerous they are. They don't say a thing about Grizzly bears. But, they are a big danger too. We had parked the truck and decided to do a three-day figure eight around the park. Bison laid on the side of the road and they are BIG when you are on a bike just on the other side of the white line! One day had just broken camp and stopped in at the museum next to the camp ground. There was a crowd of cars out on the road. We asked the ranger what was going on. He told us that everyone was taking pictures of a mother grizzly and her cub. He pointed them out. They were walking along a creek that was down in front of the museum. The cub started across the creek towards us, on the porch, and our bikes down towards the creek. I quickly turned and asked the ranger if we should move our bikes. He asked, "is there food on them?" Indeed, there was. He told us to carefully go down and bring them up to the museum. He and another ranger both pulled out rifles as we walked toward the mother grizzly and her cub. We carried our fully loaded bikes up to the museum without incident, and there was REAL fear.*

Let's look at our own self talk and how it impacts what we can and

*Dream, Create, Live----Now....*





can't do. What do you do when the self-sabotaging talk is hard to move? You have to look at what happens if it changes. How does your life change? How does the dream or vision change or its achievement change? Are you more successful? Are you able to create the dream/vision? And then look at your own fears if that does happen. What is my fear in achieving this dream? This is what is really in your way, the deeper essence of what you believe. Sometimes it sounds like "If I get a client I will have to provide the service and I don't know if I can" or "I am scared to be more successful than my parents" .... Or "it's too big a risk"; "I don't have the courage"; "I can't make it". Is there fear behind your negative self-talk?

*What is that fear?*

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How do you challenge fear? What I have found as a successful strategy is to build skills, build knowledge; it changes my attitude so that I can look the fear right in the face. Sometimes I have done other things that have built my confidence and courage. Riding across the country actually accomplished facing fear. I had a fear of riding alone, being on the road alone. One reason I decided to ride across the country was to confront fear. I felt that my long Outward Bound course had helped me address my skills and confidence in a



wilderness setting. It hadn't helped me address my fears of people. With the news and television, I felt vulnerable to people. In cycling across the country I found it easy to talk with strangers. We were open to the help or assistance of strangers and all the way across the country we found that the people we encountered were good, generous people. Okay biking across the country is a BIG way to challenge a fear.

Some other ideas to address fears:

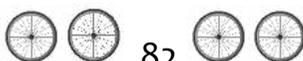
- ✨ Journal about them
- ✨ Acknowledge the fear, where it comes from and how it serves you
- ✨ Build skills, knowledge, and attitude to directly challenge the fear (for example, if you are scared of public speaking join a speaking group such as Toast Masters)
- ✨ Ultimately, create a new mindset that is positive and points you in the direction that you need/want to go

### *Bike Log:*

*I found in cycling a confidence, an ability to connect and increased comfort. People were good to us all the way across the country. I can honestly say that we only a couple of "bad" encounters. One was in Michigan outside of Flint. We were on a road that had little shoulder at rush hour. Cars were in a hurry to get home and they didn't like us being there, on their road, in their way! There was no place for us to move, so we kept riding. We were yelled at, honked at and crowded on the side of the road. It is the only place along the ride where I felt in danger. We saw road rage emerging and it was scary from a bike.*

*Otherwise, all along our route people were generous and looking out for us. If we stopped to have lunch on the side of the road, people stopped to see if we were okay. The ride enabled me to talk easily to*

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people, to build confidence in my ability to start a conversation with strangers.

All along the road there are lessons. There are lessons in your life. Sometimes when we are “in” the moment it is impossible to say what the lessons are. We can’t see them yet. But later, upon reflection, the lesson emerges. I found this when I was rock climbing in Joshua Tree National Recreation area. I told you that story, my “commit to the move” lesson. I still use that lesson. I use it often. I found lessons that I use on the road too. Some of them aren’t metaphors like “commit to the move” but are direct lessons. And some are similar. I wanted to share with you one of my favorites.

*Road Rage:* After returning from my cycling trip I was driving down to visit family. I was on the highway. We were coming up to a construction area and a trucker cut me off. He wouldn’t let me in to the flow of traffic. I had to get behind him. He was slower than I wanted to go. I immediately switched into my “road rage” mode (not totally road rage, but angry driver). I cursed, and probably used some hand gestures. I got behind him and slowed down to 50 mph. As I sat there, I thought about it. I had just spent over 100 days going an average of 10-15 miles per hour. I kept thinking: “what is your hurry”. For months you waved and gave people a peace sign. From that day on I have tried to not even enter into the anger cycle of road rage. I go with the flow. I slow down, I let people in. I don’t have to be first.



### Business Log:

Fear in business for many has to do with a fear of success. For me,

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*it came back to learning different people skills. As a non-profit manager, my clients were always there, waiting for service. We didn't have to do a significant amount of marketing. Sales, promotion and marketing were all new to me. I have found them to be challenging for many small business owners. They love their craft but not marketing. I found this too, and then I went out and learned all I could about marketing and sales, to the point that it is the core of what I teach small business owners. With the Internet, I continue to learn new strategies and new techniques to keep up to date for myself and my clients. I teach clients to outsource what they can, especially the things that they just hate. And, at the same time, there are parts that they might hate that they need to master first. For this, I teach, to fall in love with marketing, just like they have passion for their craft, they need passion for selling their business products or services.*

*I know for myself that this was challenging and it took many hours of learning and practicing. At first, you script out your introduction at networking meetings or presentations and after many, many times you are a master at them and you no longer have to script it.*

*The other part of marketing that helps each of us that is living our dream is our personal passion for what we are selling. When you love your business that passion shines through, increasing your credibility and your sales.*



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# **Building Your Advisory Team**



**The Art of Masterminding**



## Developing an Advisory Group, Mastermind Group or Board:

When I created the Peace Tour, I asked three people to help me create the tour. I called my group an advisory group. They came to my house and helped me create the Peace Tour plan, from route, to accommodations to the Peace Festival event. At that time, I had never heard of a mastermind group. Now, mastermind groups are popular and a much more common term. Although we know that they had in fact been in existence for many years.

There are several ways to establish your advisory board or a mastermind group. There are also some differences between the two, so let's start there. An Advisory Board is set up to help you specifically, as a guide. In setting up my advisory board, I selected people that I knew had the knowledge and expertise that I needed to pull off my vision. The Advisory Board was not an official governing board. They had no legal responsibility to the bike ride or the sponsoring organization. They were volunteers with an interest in what I was doing. On the other hand, a Mastermind Group is a group of people that are helping and supporting each other in realizing their dreams and visions. They also, have no legal responsibility to the individuals involved or their companies. The only legal document that is sometimes used with a Mastermind Group and could be used with an Advisory Board as well is a non-disclosure agreement. A non-disclosure agreement outlines for members what aspects of the group and their work is confidential and all members agree to not disclose.

A Mastermind Group is working on everyone's vision. Each member of the group is coming with their vision and dreams and challenges. You are sharing time. Mastermind Groups are highly effective,

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inspiring and great places to find collaborative partners. Because everyone in the group is working on their business plan, you often learn great lessons from other members. Mastermind Groups are often facilitated by a coach. This gives you, as a member, an additional layer of expertise and resource.

A Board of Trustees is developed for Non-Profit organizations or Corporations. Not as relevant to this discussion, but still a possibility. Additional research should be done to evaluate this option. The discussion here will be limited to the concept of mastermind group and advisory groups.

As you move forward with your vision you need to decide which type of group will best serve you.

### **Steps to keep in mind in forming your group:**

1. Be clear about the purpose of the group
2. Clarify roles of members
3. Establish guidelines or by-laws for participation
4. Obtain non-disclosure agreements from participants if it is relevant. (For the Peace Tour, I wanted people talking about what I was doing. There was little risk of the idea being stolen and implemented by someone else.)
5. Establish meeting schedule and expectations



<b>Advisory Group</b>	<b>Mastermind Group</b>	<b>Board of Trustees</b>
Focused work on your project	Each member has a vision and goals that the group focuses on.	Focuses on policy and vision of the organization
Volunteer	Often members pay to be a part of the group	Volunteer or Paid by the Organization
Provide advice, guidance.	Provide feedback and input	Governing body, makes decisions for the organizations vision and policy
Non Governing: You continue to make the decisions for your business or vision	Non Governing: You continue to make all decisions for your vision.	Governing Body/Decision Making Body
May use guidelines for operation but not necessary. Will depend upon you	Uses guidelines that are adopted voluntarily and may or may not be legally binding.	Uses legal by-laws that guide its governance.
Members have no defined roles legally	Roles are each equal with possibly a guide/facilitator	Legally defined roles per the by-laws

There is tremendous value to you as the visionary to having an Advisory Group or Mastermind Group. The insights and feedback that you can receive from members can change the direction of your actions. The vision itself doesn't typically change; it's the plan for implementation that changes. The group becomes an incredible resource to you as the visionary.

### *Bike Log:*

*In planning the Peace Tour, I used an Advisory Group that became an essential part of my planning both on a practical side and on a safety side. There were members that knew more than I did about route planning and gave input and feedback on the route. Other members had resources that became essential to me in developing*

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*the tour. They helped me to connect with cyclists across the country. They had ideas about route and safety. In fact, they were critical in developing the route across Oregon. I pictured Oregon as lush, forested state. I didn't realize that it was high desert in parts and had limited water resources in large parts of southern Oregon. My original route had us biking across this area. One of my advisory team members asked if I realized that there was no water? I didn't. Suddenly I was reading maps in a whole new way, and the route across Oregon headed north through an area that had more people, towns and access to water. The advisory team became an essential part of the development of the Peace Tour.*

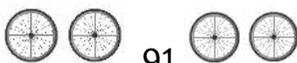


### *Business Log:*

*As a business owner, I have participated in several different mastermind groups. They have been both incredible experiences and valuable to me. There have been ideas that have merged as a result of being a member that I have taken and implemented. For example, my business development program, Bizology.Biz is a highly comprehensive program that guides business owners step by step through a business building process. This program has been established as a membership program as well as a published program. But, the new direction that it took as a result of my Mastermind Group was as a licensed program for other coaches to use in their business as a tool for their clients. It was an idea I had never looked at, never considered.*

*I have also offered Mastermind Groups as a coach and have witnessed the power of collaboration that occurs when groups of people come together and share their vision and goals. Group size*

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*has varied from small groups of 4 to groups of 10 or more. I have seen the value of including a business coach in both groups that I have been a member of as well as groups I have facilitated. The mastermind groups have helped to hold people accountable. Members have received different perspectives that have resulted in new insights and created new directions for them.*



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# Resources



**What Do I Have?**

**What Do I Still Need?**



## Looking at Resources

It is time to look at the resources that you have. For me with my cycling trip I had some of the resources, but not all of them. At first, I just had an idea. Then I found a leadership course for leading cycling trips. In that course, I found out that the organization sponsored trips and I found out what the process for sponsorship was. As far as gear, I had a bike, but I hadn't really been riding except for the past two or three months. I was in a bike club and because I was talking about the dream, I had people that started riding with me, and ultimately training me. I formed a group of cyclists to look at the route. I had a computer, but I didn't know what email was or the internet. I did everything by mail. I still had a lot of resources to gather, sponsors to host us, accommodations to find, a great route to develop.

So, what are the resources that you have right now? The people that you know (even the people that you don't think are resources right now); in the next few pages you will find spaces to map out your resources. I have one page with some ideas on it of resource areas, but these could be totally off for you. Use them to jog your imagination and make notes of relevant resource categories and ideas. A few pages later you will find a list of additional possibilities.

Fill in the resources that you have **and the resources that you still need**. These will all feed into your goals and plans, which are going to lead you to your **inspired actions**. Begin mapping.



Resources I have:

**Personal:**

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**Community:**

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**Financial: \$\$\$:**

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**People that can help me or are part of the dream:**

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Resources I still need:

**Personal:**

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**Community:**

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**Financial: \$\$\$:**

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**People that can help me or are part of the dream:**

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**Physical resources: (i.e. Buildings, space, land, bicycle...)**

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**Other:**

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## What are the resources that I haven't considered?

### People:

- ☀ neighbors
- ☀ church members
- ☀ club members
  - golf club
  - bike club
  - sailing club
  - elks club
  - bowling league
  - card club
  - girl scouts
  - boy scouts
  - camping club
  - fishing club
  - hunting club
  - book club
  - women's club
  - Junior League
- ☀ colleagues: work, other companies, organizations
- ☀ business contacts
- ☀ college alumni organizations
- ☀ friends
- ☀ family members
- ☀ gas station attendant
- ☀ coffee shop owner
- ☀ business contacts

### Community:

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- ✨ church
- ✨ trades people
- ✨ schools
- ✨ clubs/organizations
- ✨ town/city
- ✨ neighborhood
- ✨ businesses
- ✨ look at the community with a new perspective: look for the things you have not seen or considered

**Financial:**

- ✨ savings
- ✨ employment
- ✨ parents
- ✨ friends
- ✨ banks
- ✨ funders/investors
- ✨ home equity loans/lines of credit

**Physical resources:**

- ✨ home
- ✨ office
- ✨ land
- ✨ material supplies specific to your vision

Look at all of your options, anything that could be a resource for you. Sometimes resources appear where we least expect. Write down everything you can think of. It just might lead you to something else or it might turn out to be important for you.

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### *Bike Log:*

*During the bike trip planning I reached out to bike coordinators in each state and bike clubs. I found that these people were generous in sharing maps, routes and even came out to ride with us on a couple of occasions. They let me know when my route wasn't a good plan and sent me long letters telling me what roads to avoid. People are generous. When they know what you are trying to accomplish it empowers them to share resources with you.*

*Riders in my bike club shared resources as well. Contacts that they had, ideas, experience and lots of training support.*

*Friends helped pull together an incredible Peace Festival. As we talked about it, musicians stepped forward, festival sponsors, workshop leaders and attendees.*

*It was amazing to see the resources that appeared and helped to make the ride a success.*



### *Business Log:*

*Looking at resources for building a business is vital. Right around you there are many, many resources that you are may not be tapping into. Now, we all want to be careful about selling or pitching to our friends and family, but at the same time those close to us can be a tremendous help. I was recently talking to a friend. We have known each other for several years now through our children's school. She has her own business as a holistic practitioner.*

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*We were chatting about business and she said "I didn't know what you did for years." Wow! That means I was NOT doing a good job of letting people around me know about my business, and how I can help business owners and leaders. She didn't know I had a book, much less two books. Okay, this is a BIG mistake! Do a test. Ask your family – "what do you think I do?" It is a great research project. Do your friends and family know what you do? Could they tell someone if they knew that their friend needed someone like you?*



Service project on the Mohawk Reservation with leader Jake Swamp



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# Sharing Your Dream



Getting People Involved



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*When you share your dream and vision... you discover new resources, new people and doors that you didn't even know existed, suddenly open.*

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People hesitate to tell other people what they are up to. There's a fear that the idea will be stolen. With this in mind, yes, protect your idea. But at the same time, don't be shy! Sharing your dream can be the best thing that happens. When you start telling people about what you are doing, they share with you the different resources that they can connect you to or provide directly. You will find collaboration partners, joint venture partners and maybe even customers or clients, depending upon what you are doing.

One of the things that happened with the Peace Tour was that people got excited about it. Through that excitement we also created a Peace Festival that a group of us planned for the two days that the Peace Tour went through Buffalo. A combination of musicians, educators, workshops and activities, along with a wonderful pot luck dinner, all came together.

It really was through the power of sharing the dream that other people wanted to contribute to it in some way. Remember, I was biking across Maine, New Hampshire, Vermont and New York, while the Peace Festival came together. Granted, many people were friends, but they really didn't have to be involved in the tour or the event.

What might happen with your dream if you involve others? How could it grow? The creativity and energy of other people can help it in different ways. With the Internet we have seen things that go "viral" and certainly that could be an outcome of a group that is

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inspired by what you are doing. There are also several or many crowd funding sites now. You can actually reach out to your community for support in the development of your dream and vision and receive funding for it.

### *Crowd Funding:*

Some of the different crowd funding sites to take a look at are:

1. **Indiegogo:** “is a launchpad for creative and entrepreneurial ideas of every shape and size.” [www.indiegogo.com](http://www.indiegogo.com)
2. **Rally:** Rally seems to focus more on social justice type things. [www.rally.org](http://www.rally.org) “Raise Money for What Matters”
3. **Fundable:** funding business startups. [www.fundable.com](http://www.fundable.com)
4. **GoFundMe:** offers Charity fundraising as well as other funding options, funding for crisis worldwide such as earthquakes, disasters, etc. . <https://www.gofundme.com>
5. **Kickstarter:** Kickstarter has a focus on the arts. [www.kickstarter.com](http://www.kickstarter.com)

There are many other sites. This is merely a sampling. But if you need funding for your project, you can access a site like these and put it out to the world for funding. The word spreads about what you are doing and more and more people can become involved.

Many of the sites require that you offer something to the contributor in exchange for their gift. So for instance, if you are doing a Kickstarter campaign for your new book, you can offer a copy of your book, a free download, a book and a coaching session. By looking at other campaigns you will easily develop some great offers for your campaign.



## *Social Media:*

The Internet offers to you a world of potential collaborators, sponsors, funders, clients, customers. You can connect with people in ways that you never could before. Now you can share what you are doing in a much more public way, with ease.

When I planned the Peace Tour, I wrote to bike coordinators across the country, bike clubs and potential service project sites. Because we were communicating by snail mail, it was slower. With the ease of digital communication, now the different sites could respond quickly, share resources with me easily and they could also promote the tour or the arrival of the tour on their social sites. Now it is getting bigger.

As you plan, keep social media and the potential of the Internet in mind for what you are doing.

I have tons of resources on [www.CompassRoseConsulting.com](http://www.CompassRoseConsulting.com) for social media and on our media site: [www.CRCONlineMedia.com](http://www.CRCONlineMedia.com). There are free resources as well as training opportunities on how to use social media in your planning, your implementation and follow up.

Sites that might be of benefit to you in creating your vision are:

**YouTube:** video is so easy now. You can create a YouTube channel that you add videos to during the different phases of development. This will be different for everyone. During the Peace Tour we could have done great videos each day or two that brought people along with us on the journey, virtually. Shots of the terrain, the views etc. all would have been great on video.

**Facebook:** Facebook brings people together. Using Facebook can also keep people informed and engaged with your project. Sharing

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updates on your development and implementation can again, bring in new clients /customers, collaborators or even funders.

**Pinterest and Instagram** are both visually focused sites. These are great for projects that have a real visual that can be shared. Again, the Peace Tour could have had an Instagram account or Pinterest Board that would have again, had followers engaged with the project. They work differently, but both are image based.

**LinkedIn:** is a great resource for businesses. If you are starting up a new business or expanding your existing business, you want to have a LinkedIn profile and business page. There are many effective ways to use LinkedIn. I choose to be an open networker, which means in general, I accept all invitations to connect. I also participate in groups and post articles and power points. These are each geared at making new connections and engaging with people that I am already connected with.

**Twitter:** is a micro blogging site and is easy to use. This can be a great platform for connecting with people and keeping them in the loop of what is happening with your project. It is a live feed and for most people they aren't going back through tweets that happened earlier or yesterday, but in the moment it is great.

The key with social media is to figure out where you should spend your time and effort. For some, Facebook is the primary platform for others it may be Twitter or LinkedIn or Pinterest or Instagram or YouTube. The key is to start with one, master it and then add another and another. When you accomplish this then you can use a more comprehensive approach that utilizes several of these in a coordinated way. Why use more than one? Each builds a network of contacts that is different from the other platforms you are on. Each becomes a small community of people that are engaged with your project. You expand your reach by hundreds and eventually



thousands. That right there makes it worth it if you have a solid strategy for using social media.

### *Personal Connections:*

Sharing your dream and vision with your friends, family and other connections can build your support. Talk about what you are doing! I often hear people talk about their goals and the response from others is that they had NO idea that the person was working on that. In fact, I know people that have not even really told their family what they are doing or what they do. It's time to stop being shy and be bold in telling people about your vision.

I believe that it is truly a key to success. I have experienced and seen really positive things happen when people start talking about what they want to accomplish.

### *Business Log:*

It is scary for people to talk about themselves or their business. If you are a business owner I recommend that you develop your introduction and actually script it out and practice it. This will help you with confidence. I like scripts because if they don't work, then you can change them and test the new script.

Often this introduction is called your elevator pitch – your 30 second intro. When you only have 30 seconds to get your message across you want it to be effective. The goal is to enter into a conversation. I craft the elevator pitch in a way that leaves out information that the other person then wants. Once you have entered into a conversation you can provide more details.

But be clear about what your goals are in meeting people and work to achieve the goals.

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Sharing your vision is often never done. When you start sharing the bigger picture and go beyond just “I’m an XYZ” conversation. People hear your excitement, and passion and they naturally want more.

You will find that they come up to you and say something like: “I never knew you were doing.... XYZ”

I know it’s happened to me. It’s important to share with people more than just the small glimpse that the 30 second intro gives you a chance for.



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# **Transforming Your Passion into Your “Job”**



A Look at Being an Entrepreneur



## *Could Entrepreneurship Be for YOU?*

The reality is that in order to live your dream you often and most likely need resources. Perhaps more resources than your JOB provides. Or perhaps you are retired and ready to launch your dream, now that you have the time.

Working a job is great, but I also challenge you to look at that. Is working a job going to give you the resources and time that you want to live your dream? Is it time to look at something else? Being an entrepreneur is the best strategy for building wealth. When you work a job, you are helping someone else (the owner) build true wealth and they are living their dream, but are you?

This chapter will help you to look at entrepreneurship and perhaps shift your mindset about the possibilities for you.

Working a job feels safer. It is what we have all been taught we should do. It provides a consistent paycheck (most of the time). But in this day and age, we all see more and more people being laid off or downsized. Becoming an entrepreneur can be a big risk in many ways, and can be a good solution for many.

Taking bunches of orders from your boss, consuming your energy in working and extending your fullest efforts for the company is really exhausting and sometimes not worth doing. In the long run, it's your boss who receives the money and gets wealthy, not you.

For me, I took a step into entrepreneurship because I wanted more control of my time. I was a new Mom and working long hours. The risk was huge and it took time to create a business that was actually working.

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Starting a business is not as easy as answering a yes or no question. Successful entrepreneurs evaluate themselves thoroughly whether they have the exceptional qualities necessary to become successful. It takes those qualities we have already looked at: commitment, risk, perseverance, courage, responsibility and fitness. Take a moment to look back at the qualities that you identified for you.

After evaluating yourself and your skills, ask yourself if you are willing to put up with critical financial and personal risks. Putting up your own business does not only demand skills and experience but it also often requires significant investment. The rewards are incredible, and if you ask most entrepreneurs, they will tell you it was worth it.

Contemplate on the benefits of starting your own business and the things that you might sacrifice when you decide to develop your business. Being optimistic is required but you should anticipate if you can accept a financial loss in your worst case scenario. It goes back to the value risk and courage. Are you willing to take the risk, do you have the courage?

You've taken the time to envision the future, your dream. Perhaps it is a business and this chapter will be repetitive for you. For those, whose dream isn't a business, I challenge you to at least take a look at this. What if you took your dream and turned it into a business? What would that look like? Can you turn your passion into a business? Well, let's do some evaluation of it. Right here, right now write down 15 to 20 different ways you could make money with your passion:

If I took biking here as my passion and looked at how I could turn it into a business these are the ways I came up with:

1. Bike tour company

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2. Bike shop
3. Biking bed and breakfast
4. Bike races
5. Bike training
6. Teaching biking
7. Bike magazine
8. Biking blog
9. Biking apparel design
10. Biking
11. Bike design
12. Bike manufacturer
13. Biking non-profit for youth leadership
14. Bike tour design
15. Biker's café/muffin shop

Okay, here you go, what are your 15-20?

First, your passion: \_\_\_\_\_

Your Ideas to turning your passion into your career:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
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13. \_\_\_\_\_
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Is there anything on your list that sparkles, that really jumps out at you, that makes sense as a good option? If you went back to the visioning process and developed a vision story using your new entrepreneurial venture what would it be? If there is a sparkly idea, circle it, and play with it a bit. Imagine it, vision it and dream it, and see where you come out.

Being an entrepreneur means changing your lifestyle too. At the onset of your business, you have to sacrifice a lot of your personal and spare time to focus on your business. You may not enjoy the benefits of holidays and vacations like when you were an employee. In creating a new business it's important to be realistic in determining the resources required: time and money. Create the business with intention.

If you can successfully and courageously end up with a firm conviction after your self-analysis, then you can take the entrepreneurial journey.

Are you thinking twice, perhaps scared or terrified? That's okay, we have each been there. But there are good reasons to go for it. Here are a few:

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- ☀ **You are the one in charge.** Being an entrepreneur or being a small business owner gives you the right to be the boss. You don't have to do what the boss says. You don't have to wait for others to make decisions, you make them. *This is one of my favorite parts of being an entrepreneur. I can move a project forward without approval, or taking time for a group to give input and make a decision.*
  
- ☀ **You are using your talents to your advantage.** Having your own business is a great means for you to show your creativity and talents without having to ask for a boss' consent. You are now using your talents for the sake of your own business, your own dream and your own wealth. *I get to focus on my strengths, my passion.*
  
- ☀ **You hold your own time.** If you are an employee, you will work for a minimum of 8 hours straight. But if you are an entrepreneur, you hold your time. You are free to do anything while you are managing your business. *I pick my kids up at school every day. I can schedule meetings or clients around my time and what is happening in my life. I can choose when to take vacations.*
  
- ☀ **There is no retirement.** You are obliged to retire at the age of 65 if you are an employee. You typically, will not receive your full retirement benefits if you do not work a certain amount of time or reach a minimum age. When you own your business you are responsible for building your retirement wealth. You can work into your 70's or 80's or you can build it and sell it and retire at 50. The choice is yours.

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- ✦ **The growth is continuous.** If you own a business and create it with a plan, with intention and with effective strategies then your growth can be unstoppable, tremendous and continuous. In a job, you can max out what you earn. Your boss decides when you get a raise or a bonus. When you build a profitable business these things can be in your hands. Creating systems that work within your company are critical. *For me this is one of the most exciting aspects of being a business owner. My salary is not capped at \$50,000 or \$70,000 or even \$150,000. I can (and am) develop multiple profit centers to create much greater income than I ever would have achieved as an executive in non-profit administration positions.*
- ✦ **You will be helping others.** Businesses create jobs, are good for the overall economy and growth of the community, can be supportive to others within your community. Could it be that by NOT becoming a business owner, that you are doing a disservice to others? Many people are challenged to see how their business is truly a help, but take a look at it. YOU are valuable and your ideas are valuable. Businesses are contributors to our society and the economy. Don't let yourself be fooled into thinking that you are not valuable.

Your success will be an inspiration to others. If the people around, see how much you have achieved then you will be an inspiration to them. Because of you, they are inspired to work harder.

Being an entrepreneur is a different mindset than working a job. You will need to make a shift. Suddenly you will see the world differently.





## What Makes a Good Entrepreneur?

The path to becoming a successful entrepreneur can be a rough road. It is not as simple as “if you build it they will come.” There is a lot that goes into being a success. Many, many entrepreneurs will tell you that they do NOT just come!

To be successful, you must develop certain distinctive qualities to make you a good entrepreneur. You may already have been equipped with some of these qualities; all you may have to do is to enhance them. There is also a need to identify your weaknesses, and strive to cover them with your strengths, build new skills for success.

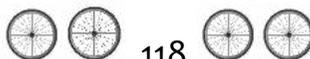
Here are some of the must-have attitudes to be a triumphant entrepreneur:

**Leadership:** As the entrepreneur you are the leader, the visionary. It is your vision and passion that drives the organization and its success. Leaders are lifelong learners. They are constantly looking at their vision, their strategy and evaluating where they are and what they need to do to get to that vision. A successful business leader is someone that is capable of coaching, planning, motivating and evaluating.

**Competitiveness:** You know that from the very start, when you open a business, you open yourself in the world of competition. In fact, a competitive mindset is the very nature of business. There are so many aspects to determine if you are equipped with this quality. A good indicator for competitiveness is one’s inclination to be number one or always to be the best. If you have this fighting attitude, you are likely to be a successful entrepreneur.

**Collaborative:** Entrepreneurs are also collaborative. Being totally

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competitive can be destructive to your business. Networking with other business owners, collaborating with them on projects, joint ventures and other working relationships can improve and enhance your business as well as theirs. A collaborative mindset is also a strength in working with employees. Being open to their ideas and input is critical. Employees have tremendous insight and ideas into our businesses. They see what is happening or not happening.

**Self-Confidence:** This is part of the new mindset that you will need. As a business owner and entrepreneur, you will need to promote yourself and your business. For many, this is a challenge. They love their craft, but hate marketing. You have to be able to stand up and be proud of yourself and the product or service that you offer. *I know that I found this a challenge. Even this book, in its first edition, wasn't promoted as it should have been. I didn't tell people I had biked across the country. It was hard to share my pride.*

**Well-Organized:** From the concept of business, time is very important. For smooth completion of any task, everything should be in order. In this way, time is used wisely and intentionally. Creating operational systems within your business will help it to run smoothly.

**Enthusiastic:** Positive and optimistic are both essential to success. An entrepreneur who is enthusiastic is energetic, with a high-spirited attitude to accomplish all things right. They have a burning will to face up to challenges. Optimism drills down to belief. Do you believe in yourself and your product or service? Do you believe that you can succeed? An optimistic outlook will serve you much better than being a pessimist.

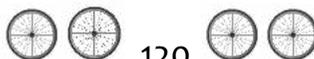
Intrapersonal skill, risk-taking attitude, and eagerness to work hard and arduously, aside from the above mentioned list, are other



attributes also needed to be a successful entrepreneur. You must be able to identify your strengths and weaknesses, and strive to work on those that require your attention. This will make you a well-rounded entrepreneur.

Deciding to venture into entrepreneurship is very exciting. And while yes, it may be scary, the excitement can be the overpowering feeling that gets you through the door.

Still not sure, I have more ideas for you to look at and consider.





Service project site. Service was a part of the trip and is also an important part of entrepreneurship



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# **Entrepreneurship: The Next Steps**



**The Four Pillars of Business  
Success**



I believe that there are Four Pillars of Business Success. I teach these in my business development program: **Bizology.Biz** and want to outline them here.

**Pillar #1 is Leadership:** Vision, Strategy & Implementation are the key components of leadership. As you have already experienced in this book, vision is the beginning. Over the years of working with clients and many people, I have found that this is the best place to start.

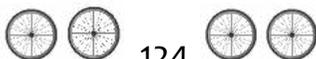
What is the vision of the future? Having a clear and compelling vision drives the rest of the plan.

We have covered this previously and we are moving into your **strategy**; developing a clear strategic plan for your business gives you a map to the vision.

**Implementation** is where many small businesses fall short. They have great ideas, great plans and then the lack of follow through results in failure. Learning how to implement and follow through will help you to create a strong business that creates the resources that you want.

**Pillar #2 is Marketing:** I talk with many business owners that love their business but hate marketing. Most small business owners go into business for their “craft” or passion, just like we have been talking about. In order to build a successful business, marketing is a must. If you just know that you cannot do this, then this a great place to either determine if you can outsource it to other experts or decide you just can’t go down this entrepreneurial road because it is essential to your overall success.

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Some of the things that you need to do in your marketing are:

- ✦ Promote yourself, your products and services.
- ✦ Bring in new clients or customers.
- ✦ Have systems in place that are effective in communicating with your new contacts, leads, customers and convert them into business/customers.
- ✦ Have an effective internet marketing strategy that includes at minimum a website, but most likely a website, blog, social media presence and email marketing strategy.
- ✦ Communicate with your clients/customers and prospects via newsletters, social media and direct mail.
- ✦ Build your credibility as an expert in your field.

**Pillar #3 is Operations & Systems:** Every business needs to have its own unique way of doing business. It is part of your brand, part of who you are. By creating operational systems, you create a systematic way of doing business that becomes transferable to outsourcing or employees as you grow the business. It also becomes a document that in itself makes your business more valuable. Even if you are a one person shop you need to have operational systems. These provide you with consistency and predictability.

**Pillar #4 is your Products and Services:** These products and services are what make you a business. Having an excellent product or service that the marketplace wants is a key to business success. Continuously looking at what you offer and how you offer it keeps your business on the cutting edge.

### *The Foundation: Life/Work Balance*

The four business pillars of success need to stand on a strong foundation. I believe that foundation is you and your work/life balance, your wellness, your health. Without this foundation it is hard, if not impossible to create a viable business. In creating a business, you want to do it intentionally. This is largely what you

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are doing here in this book; looking at each step with intention. Do you have good life/work balance? By building a business that is thriving, that has good systems in place it becomes easier to attain the life/work balance piece.

Businesses should always be built intentionally with a look at the work/life balance that you want. Do not create a monster business. Many before you have done just that. Their business consumes them and all of their time and resources. When you decide to go down the entrepreneurial path, be intentional and thoughtful in your creation.

**Leisure** -- did you know I have Master's Degree in Recreation Administration? One of the areas of study in my Master's program was **Leisure**. I used to be good at play and leisure. Now, as a business owner, I find that I have to be more intentional about it. It is really one of the reasons that I started a business to create great wealth and have MORE time. If you decide to move into this entrepreneurial arena I encourage you to stay focused on your time, your leisure, your ability to play.

For me, it has been one of the great things about being an entrepreneur. I can take multiple vacations. I can take holidays off. I can work in the evening to be with kids in the afternoon. I can, I can, I can!! I have control over what my business looks like and how I run my business. I have made decisions throughout my business development about the direction of the business. In fact, I created one program that just before we were ready to launch the program I looked at it and decided that it was going to be all consuming and a total monster. I never launched it. It did not fit into my business vision.

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## *No Ideas?*

What if your dream just does not fit into a business venture? Perhaps your dream is to buy a vacation home on a lake. Well, unless you decide to make that home into a bed and breakfast then it doesn't fit into a business. That is okay. You do not have to go into business. But, what if you need to create more wealth in order to create that vision? Then you do need to look at wealth creation strategies that will work for you.

There are business opportunities out there that you can start while you are still working and create the wealth that you need to build your dream.

There are really two ways to look at this. First, I turn my passion into my business. I work my passion, my vision, my dream. That is a great strategy. But there is another way to look at it too. Create wealth doing something that fits into your values and passions and funds your dreams!

With the growth of the Internet there has also been tremendous growth in business models and strategies. Yes, there are many successful Internet Entrepreneurs. And, yes, there are many stories on the Internet of people that went from nothing to millions in a short time. Most of those are exaggerated for the sales page. There are also many people that have NOT made it in Internet Marketing. You have to evaluate opportunities and decide what fits into your vision, your values and time.

What I suggest if you are looking for a business opportunity is:

1. Find a product or service that fits in with your values, your goals, and your vision. You need to connect to it.
2. Research the company.

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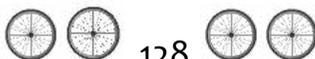
- a. How long have they been in business?
  - b. What is their growth?
  - c. What do you see as their potential for longevity?
  - d. Look at the Direct Selling Association and Direct Selling 411. (Keep in mind that you will find good and bad about every company on the Internet.)
3. Talk with people that are in the company.
  4. Join a good team that supports your development.
  5. Make sure that the business model is a good one.
  6. Listen to your heart.

I know that I have joined businesses that I knew were not the right fit for me, my vision, my goals or my values. But the sales pitch was good, it sounded good and I thought I could make it work. I later quit, knowing that I should never have joined. This was my inner wisdom talking to me, and I wasn't listening. Be sure to listen.

I currently participate in a couple of direct selling businesses that augment my coaching practice. They are a fit, and provide me with services that I was purchasing elsewhere. That is my standard for determining what to participate in and not. Is it a service or product that I use? Does it make sense to buy it in this way rather than through a retail shop?

Other companies that can be a good fit are ones that provide a product that you already buy and can benefit from for your business or your family. We use products from a company that provides home care, health care and personal care products. The products are "green" and fit with our values. They replace products that we would typically buy at the grocery store or health food store. It is easy for us to let others know about them.

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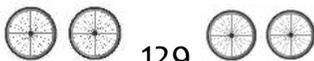
Each of these provides additional revenue, building wealth and sustainability. All of the work that you are doing right here in this book will fit into you developing an entrepreneurial spirit.

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*How will you transform your life?*

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# **Creating Inspired Actions**



**Planning with Inspiration  
to Create a Dream and Live It**



## Creating Inspired Actions

Our next step is to establish your plan. What are the actions that need to happen in order for your vision and dream to come into your reality? Use your worksheet where you identified the categories of your vision, break each category down into the small steps that need to happen. List as many as you possibly can. This is a big master plan. It's not designed to overwhelm you. But it is designed to get all of the ideas down that you can right now. You can always add to the list, as new things appear or as the plan shifts with new experience and new knowledge.

For each category write an **over-arching goal**. For example:

- ✨ **Accommodations:** Secure accommodations, either camping, youth hostel or host for each night of the bike trip.
- ✨ **Route:** Develop daily route from site to site.
- ✨ **Resources:** Identify resources for each section of the bike trip – water sources, bike shops, hospitals/clinics.
- ✨ **Service Projects:** Identify ten service project sites.

In my business I have different categories:

- ✨ **Marketing:** Create a comprehensive marketing plan that includes social media, direct contact marketing and follow up.
- ✨ **Finance:** Increase revenue by 25 % over the course of the year.
- ✨ **Coaching:** Offer coaching services at speaking engagements, with 2 new clients per engagement.
- ✨ **Speaking/Training:** Increase speaking by 35%.
- ✨ **Leadership:** Increase leadership speaking and training by 2 events per quarter.

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- ✦ **Business Development:** Develop new streams of revenue via new business clients.
- ✦ **Writing:** Finish new book for business leaders.

Under each **over-arching goal** break the goal into the steps that need to occur for that goal to be complete. Make a detailed list. Make your goals, specific, measurable, achievable, realistic and relevant and with a time-line or dead line for completion. Goals that are measurable are easy to track. You can say yes I did it or no, I didn't.

Tracking your progress can help you to achieve the goals as well. I love to use red stars or gold stars. They are effective. We loved them as kids and they still motivate us. Create charts for yourself and take credit for each accomplishment.

You can post a chart on your wall of accomplishments and new actions.

Some examples of the goals under a category might be:

1. Route & Accommodations:
  - Identify a campsite or service site for each night of the trip, by 10/1.
  - Identify specific route for each day and develop route maps and corresponding cue sheets, by 2/1.
2. Identify 10 service project sites
  - Send out letters to potential service sites, by 10/15.
  - Follow-up with each service site and explain the purpose of the trip, by 12/1.
  - Finalize service projects and sites, by 2/1.
  - Send confirmation letters to service site coordinators, by 3/1.

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- Confirm sites 3 weeks prior to departure.

Once your list is complete, go back and number each one so that there is a clear order to the list. As you create the list it might not get written down in a clear order. This is the time to prioritize and order the list. You might want to write it over so that it is clearer.

Circle and highlight your first three **inspired actions** for the next two days. What will you do? What will move you forward towards your dream in the next two days?

As each action is taken and completed record it. Track your progress. Then choose the next actions to take. Add to your list of goals and actions as your dream progresses and new tasks reveal themselves to you. Continue to use the categories to break the vision down into its different components. Keeping a log of what you have accomplished helps to keep the action moving. Sometimes when you are working on a big project like cycling across the country or building a business, you can feel overwhelmed and like you are just spinning your wheels and nothing is truly happening. When you keep a log of accomplishments you can easily see all that you have done; most of the time it is quite inspiring and reveals consistent action.

Taking action – implementation is a critical step in dream making. I had a woman call me once, telling me how she had written down her vision and done her vision board and nothing had happened. I asked if she had taken any action. She hadn't. She expected her dream and vision to appear. It takes action, consistent and persistent action.

Be sure to create your action plan. You can use the following chart or create a similar chart to develop your action plan and the steps

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for each goal.



<b>Goal or Category</b>				
<b>Step 1</b>				
<b>Step 2</b>				
<b>Step 3</b>				
<b>Step 4</b>				
<b>Step 5</b>				
<b>Step 6</b>				
<b>Step 7</b>				
<b>Step 8</b>				
<b>Step 9</b>				
<b>Step 10</b>				
<b>Completion Target:</b>				

Identify the top 3 action steps for your dream to start moving forward. Write them down in the three-day action plan. Break down the actual steps you will take in the first three days of action.

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*Day 1: Inspired Action Plan:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*Day 2: Inspired Action Plan:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*Day 3: Inspired Action Plan:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*Bike Log:*

*No matter what route you take across the country somewhere along the way you come right up against the Rocky Mountains. They are BIG. It doesn't matter, I don't think if you are crossing them in Colorado, Wyoming, or Arizona -- they are BIG. And on a bike, they are BIGGER!*

*We crossed in Wyoming over the Big Horn Mountains. Wyoming has a great bike route map and on the back of the map it gives grades of different routes. There were a couple of options after leaving Devil's Tower. A more northern route that had a steep climb of about 9 miles or the route I chose which had a more "gradual" climb but over*



*30 miles long. In hindsight I prefer short and steep to long and gradual. There is a lesson right there.*

*But for me the lesson of mountain climbing was slow and steady gets you over the mountain. Even at 3 miles per hour eventually, you get over the top of the climb. It took me almost 8 hours of constant pedaling to make it over. About a mile before the summit a pick-up truck that was headed down the mountain pulled over and asked if I needed a beer. "No, thanks, I don't need a beer." Then he asked: "Well do you need a ride?" "No, I don't need a ride either". I waved and off he went, leaving me thinking ... a beer? Are you kidding? I couldn't even imagine drinking a beer right now -- a hot cup of tea perhaps, a warm place to sit and a chance to stop pedaling perhaps, but not a beer.*

*After eight hours of climbing I saw the summit sign. That downhill warning sign has a different meaning when you've been climbing for eight hours. "Downhill, 19 miles, Trucks Use Low Gear." My thought, only 19 miles? What a rip off. I just climbed 30 to get here and I only get 19 down?*

*All the way to the top we had been seeing billboards for a lodge at the top. That kept us motivated: a lodge with refreshments; a warm place to sit and relax. At the top there was nothing. We wondered; where is our lodge? But within two miles of the top it appeared and it was more than a welcome site.*

*That lodge served as our vision of the future. It kept us motivated, inspired and working to reach it. We maintained a slow and steady climb that got us there, and just before we arrived at the vision, we were able to coast a bit.*





### *Business Log:*

*In developing a successful business, I have found that having a plan, referring to that plan and continuously refining that plan has been one of the many keys to success. When you keep your plan in front of you, “alive”, you can keep it moving. When you allow yourself to get distracted by the day to day you can get off track. I use a monthly plan that is based on my annual plan and vision. I know for some a weekly plan works better. Each person has to figure out the right approach for their style. By planning and keeping track of my goals and strategies, I can keep my business growing.*





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**Service:**



**Expanding Your Vision Through  
Passionate Giving**

*Time, Talent, Treasure*



## *Service and Charity Benefit Individuals and Business*

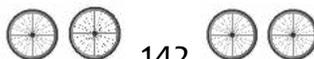
Why was service such an important component of the Peace Tour? Service helped us to connect to several of the communities that we were cycling through on a different level. The reality is that there were so many positive outcomes that resulted from our service projects, several that I never imagined. We met local people. The service facilitated more connections within the community. This was especially true in Wisconsin and in Jackson Hole, Wyoming.

In Wisconsin, we served two different peace organizations. Through my initial contacts with them, they both ended up connecting with each other. They were both chapters of the Fellowship of Reconciliation, but they had never met or collaborated with each other before. We ended up having a potluck with both groups, and their relationship continued on after we cycled away. They were thankful to us for bringing them together.

In Wyoming, we were coming out of Grand Tetons National Park and Yellowstone, just absolutely beautiful country. Jackson Hole was a culture shock, though. The energy as we biked into town felt strange, unwelcoming and unfriendly. It wasn't that anyone had done anything to us, run us off the road or acted negatively towards us. It was a feeling.

I had scheduled a service project there and we were staying with one of the women involved. We added a couple of days off to the stop in Jackson Hole and it gave us time to really see a different side of the town. We got to meet the "locals" instead of just being one of thousands of tourists. Our host arranged a flat water rafting trip on the Snake River. It was incredible. I think we saw every type of

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wildlife as we floated gently down the river with a guide. There were eagles, bison, river animals and incredible views of the Grand Tetons. We attended a poetry reading of Cowboy Poetry. The list goes on and on.

Many believe that tithing is a key to abundance. Tithing is typically defined as giving 10% of your income, before expenses. There are many ways to Tithe. I look at tithing as having three parts: time, treasure and talent. Offering any of these to charitable causes or organizations benefits both the organization and you.

**Time:** can be given through service directly to an organization. We often think of soup kitchens, but there are numerous organizations that you can give to, from trail maintenance, to soup kitchens to beach cleanups to helping an organization with their technology, social media etc.

**Talent:** is a giving to an organization of your talents, and this combines often with your time. If you are a gifted bookkeeper and a non-profit needs help in this area, this may be a way for you to be of service. Each of us has talents that non-profits or charitable organizations can use. Making them available to the organization can be as simple as a phone call.

**Treasure:** giving of your financial resources is a great benefit to organizations and an easy way for you to support their work. Donating monies is a great thing, BUT, I also encourage you to find ways to provide service – your time and talent.

Service is an incredible platform for learning. I studied service learning in my graduate program and incorporated it into the work that I did in outdoor education. Whether you are a business owner or an individual, finding meaningful ways to do service has similar

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positive benefits. It overcomes boundaries between communities, bridges the gaps. It can be helpful in challenging biases or prejudices. It changes people's perceptions and beliefs when they personally know people that they might have previously made assumptions about.

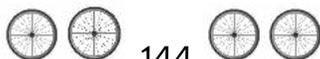
It also becomes another way to connect with people. Even at a networking event, when you share your passion work, such as building houses in Vietnam, or donating bicycles for inner city youth, or teaching English as a second language, or funding small business opportunities for women in South Africa, people connect to you differently. Just like I have been talking about through this book, when you share your vision, your passion -- resources appear, and this is true here as well. People step forward with ideas, resources, connections that can benefit the service work you are doing, even if they do not join you.

Adding service work or charity support to your business plan, benefits you and your business, as well as the communities that you are supporting. It takes your wealth building and spreads it.

### *Bike Log:*

*Along the route we did eight service projects that were set up in advance. The sites included: The Appalachian Mountain Club, the Mohawk Reservation, Greenpeace, Badlands National Recreation Area, Fox River Peace Group, Jackson Wyoming Peace Group, and Wisconsin Community Group. Service was an incredible addition to the trip. The peace work varied with each group.*

*At the Appalachian Mountain Club, we helped them to prepare for their volunteers by erecting two HUGE Korean War Era canvas tents. These things were massive. We learned a great deal about the work*





*that the AMC does in the White Mountains in NH and along the east coast.*

*The Mohawk Reservation was a wonderful experience. We worked with Chief Jake Swamp, a world renowned peace activists and author on the Freedom School on the reservation. He also hosted us at his home for dinner and took us to a lacrosse game that his son was playing in. Connecting with the Mohawk Reservation along the Saint Lawrence Sea Way was, for me, inspiring. Meeting Chief Jake Swamp, a man that has travelled around the world planting trees for peace was so special and a highlight of the trip. Chief Jake Swamp is the author of "Giving Thanks: A Native American Good Morning Message". The book is wonderful for young children and beautiful reminder of the importance of living in gratitude.*

*Greenpeace in Rochester, New York was a small office that we helped primarily with paperwork and organization.*

*In Wisconsin, we brought two peace organizations together through the pre-ride correspondence. They were thankful to find out about each other and connect while we were there at a potluck dinner. They didn't have specific service work for us to do other than bringing people together for food and stories.*

*Later in Wisconsin we worked on communal land, working to weed roof tops of houses built into the earth and sweep chimneys. Again, it was wonderful to meet local people, connect with them on common ground of peace and environmental awareness and learn about how they were living their values.*

*Biking into St. Paul was a challenging day. It rained all day, we had 3 or 4 flat tires that day and we got lost. But we finally found our destination: Global Volunteers. An organization dedicated to*

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*providing service opportunities through travel trips. Our service to them was the first time that a group had ever come and provided service in their office. We helped clean the office, file and get them settled into a new space, and they loved it! Perhaps since that time they have had others provide service to them, right there in St. Paul, Minnesota.*

*The Badlands National Recreation Area provided us a chance to work in the park. We helped in fence repair and cleanup. Our group was smaller than they expected and that changed the service that we could do, but it still was valuable time to us.*

*Jackson Hole, Wyoming for me was one of the most meaningful service projects that we did. We cycled down into the Grand Tetons from Yellowstone National Park; an incredible downhill run along the Snake River. After such awesome beauty, Jackson Hole felt cold and unwelcoming. At the time I couldn't really put my finger on what was unsettling about Jackson Hole.*

*Our service partner connection helped us to integrate into the community. In Jackson Hole, we did a day of service with young children, sharing stories of our ride. Our host, arranged for us to do a day of flat water rafting on the Snake River, which was unbelievable. From a slow floating raft, we saw eagles, buffalo and other wildlife. She also arranged for us to go to a poetry reading, but not just any poetry reading, a cowboy poetry reading. Now we had had cowboy coffee and listened to cowboy poetry! We were definitely in the west. Being in the community, connecting with local people opened us to the warmth of the town.*

*Service goes beyond the work. Service became a way of being in community with people all along the route, of experiencing the area in a different way. During and after the service we connected with people, we shared meals, music, and stories, connecting and felt*

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welcomed into their communities.



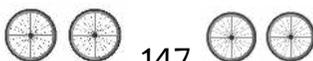
### *Business Log:*

*As a business owner, I have served primarily through working on non-profit boards. I have served as the chair and president of two different organizations. I have also been able to offer my services of strategic planning to several non-profit organizations and a couple of small businesses. As the owner, I am able to decide when I offer services to individuals or organizations.*

*I participate in a women's networking group that also does philanthropic work, raising funds for local domestic violence shelters.*

*I have also talked with groups about their passion, their philanthropic passion. It is amazing to learn about what other business owners are supporting. It changes the networking experience. Suddenly, people are connecting on a different level.*

*In the Compass Rose Consulting coaching program, one of the focuses is all about Impact. We cover business impact models and how to incorporate those into your business.*





Devil's Tower -- Wyoming



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# **Staying on Your Path**



**Walking with Intention,  
Living Boldly**



## Staying on Your Path

There are several approaches to staying on your path and keeping your focus. Many of the tools that have already been outlined will help you to stay focused and moving your dream into your life. Creating your compelling vision, road map and holding your compass are each part of staying on your path. Here are some additional ideas for keeping the course.

1. Start each day with a daily intention of work towards your dream. Use this statement:

*Today my intent is to care deeply about myself and move my dream forward in the following way:*

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2. Tell people about your plan. I said this earlier but talking about the plan is critical. In talking you find new resources, new ideas, and new supports. People literally come out of the woodwork. I tell this to my clients that are looking for a new job, starting a business, working to buy their dream vacation home. Tell people. When you do they can help!
3. Make charts of your weekly tasks and celebrate each. If you don't create the plan each week at least write down your accomplishments. I call this an Accomplishment Journal. We often think we haven't done anything and when we

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track what we have actually done it turns out to be quite a bit. It can also give you inspiration and energy for continuing to move the plan forward.

4. Reward yourself for your accomplishments. Give yourself checks, stars and stickers. Take credit for your work, well done. Celebrate!
5. Keep your plan near you and keep revising what **inspired actions** you will take. Keeping your plan alive and moving keeps the vision moving forward. Visioning alone is not enough. Taking consistent and intentional action is critical.
6. Identify what actions you will do each week and write them down. Take time each week to review what you have and have not accomplished that you had set out to.
7. Hang pictures of your dream. *I have taken an entire wall in my office and created a dream board. It is filled with pictures that represent the lifestyle that I want to bring into my life. It includes pictures of boats, lakefront property, flowers, kayaking, kids, biking, travel. Most of my actions to achieve this dream tie back to the success of my business and continuing to achieve extraordinary success. It also means that each person that interacts with my business becomes a part of me achieving my dream. Thanks for your help!*

So, hang pictures if you can. Continuously look at your vision board or dream board, add to it, change it as you find new pictures that fit.





8. Meditate and create positive energy for your dream. If you don't believe it will happen, it won't happen. You will create that success—negative success. Your energy is powerful. Your beliefs are important. Keep focusing on your strengths, what is going right.
  
9. Walk a labyrinth. They are wonderful places to meditate.
  
10. Use guided meditations. Download the Launching Your Dream guided meditation at:  
  
[CompassRoseConsulting.com/lyd-toolbox](https://CompassRoseConsulting.com/lyd-toolbox)  
Special code: LYDbuyer
  
11. Put your dream out to the universe. Request assistance, guidance, whatever you need to the energy of the universe. Now, you still need to take **inspired actions** but putting the request out adds more energy to your dream.
  
12. Keep an object on your desk that helps you to visualize the possibilities. I use pieces of glass. They're kind of like balls or stones. They sparkle and that sparkle reminds me of the possibilities.
  
13. Work with a coach to help keep you focused, on track and hold you accountable. A coach can provide a resource for additional insight, an additional memory that helps you remember the commitments that you made to yourself and help you figure out the actions you need to take. I am a coach but I also work with a coach and I find it very valuable. My coach helps me to continue to challenge my limiting

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beliefs, focus on the goals that I need to focus on and continuously asks me great questions.

You can live your dreams when you use the tools in this book to be the leader of your life, take positive action and stay on your path – the right course. Believe in yourself, you have the abilities and the power to achieve the success you desire.





# **Making it Happen**



**Building in Accountability  
and Support**



## Making it Happen

### *Building in Accountability*

Many of us are challenged to hold ourselves accountable, especially to our own goals. In your planning you will want to create an accountability plan as well. How will you build in the accountability piece? Some ideas were reviewed in the previous section “Staying on Your Path”. Now it is time to really look at this. How will you stay committed to the vision and the plan?

- ✦ Develop a mastermind group or join ours!
  - ✦ A mastermind group can be a group of friends, a group of colleagues or a group of other entrepreneurs. Typically, each person will develop a plan that they are reporting on to the group as well. Meeting once a month provides the impetus to get the work done that you need to do. I know that I like to come to a group prepared to tell of my success, my accomplishments and not report that I didn’t do anything.
  - ✦ The coaching programs at Compass Rose Consulting offer a mastermind component to them. You meet individually with a coach as well as via group calls and in that you start to meet your mastermind partners.
- ✦ Enlist a friend or colleague to do weekly check-ins.
  - ✦ A friend or colleague can provide the accountability you need. It’s important to choose this person

*Dream, Create, Live----Now....*





carefully, because there might be a time when that person feels it's their role to push you or challenge you and this can feel awkward in the relationship. But it really depends upon your relationship, and you each have the wisdom to make the right choice.

☀ Hire a coach

✦ A coach provides this accountability in an objective and non- judgmental manner. While the coach is caring, they aren't invested in the outcome of your dream, while others might be affected by the outcome and therefore have an investment that affects their support. The coach wants you to succeed in the way that you decide is best. The coach provides a regular check-in, helps you to craft the steps and the goals to achieve your dream. A skilled coach will provide you a forum for celebrating your success and a forum to get through your limiting behaviors and overcoming those.

☀ Set up a system to reward yourself along the way

✦ Know yourself and whether this approach will be effective. Some of us are disciplined and can reward ourselves along the journey. But first, ask yourself, why haven't I done this before? Will I be able to continue to reward and motivate myself all along the journey, even when the going is tough? Will I stay on the path?

☀ Tell people about it. Share your excitement and enthusiasm with others.

*...Becoming a Dream-Maker*



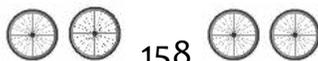
- ✦ Talking about your plan helps to move it forward. When I started telling members of the bike club I rode with that I was cycling across the country they started helping me train. They made sure I was out riding and riding far. They helped me ride hard and fast and prepare for the Rocky Mountains. Share the plan.

For me the most successful plans have resulted when I had an advisory group, mastermind group or a coach and sometimes all three! With the advisory group, I asked people to help me by overseeing my plan and giving me feedback. They had a role, but they also became my accountability group. I knew that I needed to have my work done when the group was coming to meet with me to review the work. They were a key to my success. Besides helping me to get the work done, they helped improve the quality of the route.

In business, I have found great results in being part of a mastermind group. The other members have become business partners or joint venture partners at times. They have also helped me in refining a plan or creating a new strategy, and they always help in keeping me on track.

As a coach, I have also hired a coach, and I find great value in that process. I hire coaches that are more successful than I am and that have knowledge that I need. They have been instrumental in my building a thriving business, authoring books and creating a career in public speaking.

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*...Becoming a Dream-Maker*





# **Visualizing the Dream in Action**



**Moving It All Forward, Seeing It,  
Feeling It, Touching It... Creating a  
Visual Image of the Future...**



## Visualize the Dream in Action

### Implementation Visualization

Now let's take a few minutes to move back into meditation and really visualize the realization of this vision. Sit back, put your papers down and get yourself comfortable. You can edit the following guided meditation for your particular vision. I also encourage you to make a recording of this and listen to it regularly. Again, Got Vision is a great resource ([www.gotvision.com](http://www.gotvision.com))

*Take a deep, deep breath, and slowly let it out. Close your eyes. Focus your mind on your heart, your heart energy. Feel your breath move in and then out of your body, nourishing you with each breath. Relax your body, first focusing on your feet, stretching and tensing them, and then letting them go; next move up to your calves, stretching and tensing, holding for a moment, and then releasing and relaxing. Listen to your breath, in and out; next focus your energy on your thighs, tightening and releasing, tightening and releasing, let go, and relax your thighs. Move up to your abdomen, feeling all of your centered energy, tightening your abdomen, releasing it and tightening it again, hold it tight, and relax. Now, focus on your chest and ribs, tighten them and hold, relax, and tighten and hold again, release and let go, letting out a deep breath. Next, move to your shoulders and arms, raise your shoulders up to your ears, and hold, release, tighten them again, with a deep breath and let go, letting go. Next, focus on your arms and hands. Tighten your arm muscles and make a tight fist, hold it tight for a moment and release. And now, move to your head and face, scrunch up your face into a tight scrunch face, hold it and release, tighten it again, hold it, release. Breathe in deeply and slowly let your breath out; breathe in deeply, and slowly let*

*Dream, Create, Live----Now....*





*the breath out. Imagine you have taken the **inspired actions** that have moved your dream forward. Each has come easily, and each piece has fallen into place. You have worked out a plan and talked about it with everyone you know. People are excited to see you building the vision of your dreams, they want to help and offer you resources you need. They support you and encourage you, and demonstrate their faith in you. You too, feel confident in what you are doing and your abilities to achieve the dream.*

*You have created a whole new internal dialogue that is energizing, inspiring and positive. It keeps you moving in a positive direction, with inspired actions. With each accomplishment new energy and excitement is built. There is great momentum moving your vision forward. You have moved intentionally and deliberately to bring this vision into your reality. Feel how it feels. Breathe in your vision, and sit in it for a few seconds, so that you really feel it and absorb it into you. Embrace the energy of your vision and the journey you are on, hold on to it as you continue to move it all forward. You are achieving. Breathe in the positive energy, breathe in, relax and enjoy, in the silence....*

As you are comfortable, slowly, bring yourself back to this time and place, holding onto the energy and vision, opening your eyes, becoming present again, here and now.

Again, you can create your own version of the visualization and record it, so that you can listen and fully participate in the process.



*Dream, Create, Live----Now....*



# **Celebrating Success!**



**Each Step of the Way,  
You Are a Dream-Builder,  
Celebrate!**



## *All along the Way: Celebrate Success*

It's important to celebrate each accomplishment. Recognize what you've done, what you've accomplished all along the journey. Keeping a success journal is one approach to keeping track of your progress. Each day, read the vision and then at the end of the day journal the successes that have occurred. What did you accomplish? Let go of the things you had planned to accomplish but didn't. Look at those items to determine if there is a limitation in your way. Are you in the way? Is there shifting that needs to happen?

The last step is to do it and then to celebrate your accomplishments!

Being a dreamer is great when you take hold of the dream and move it into your life.

### *Bike Log:*

*When we reached Oregon, we celebrated. We had biked over 4,500 miles on a bicycle. We went out to dinner at a restaurant, we stayed in a hotel instead of camping, we bought Bandon Oregon t-shirts and we of course did a high five. People at the beach asked why we were putting our tires in the ocean and we told them we had just made it across the country, and they celebrated with us! Friends sent me a celebratory massage through a friend in Oregon. It was a great accomplishment reaching Oregon. We had quite an adventure and journey. The learning was tremendous on so many different levels. I learned about myself, mostly, and about the country, people, travel....and I continue all these years later to benefit from having done the ride.*

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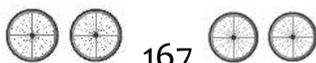


### *Business Log:*

*A favorite tool of mine for business owners is the Accomplishment Journal. So often when you are working on a BIG dream you can feel like you are just spinning your wheels and not making the progress that you want or need. The Accomplishment Journal is simple. Each day, throughout the day you logged what you have done. These can be small accomplishments or big. It gives you energy and continued passion when you look at your log and see all that you have truly done. My clients have always been amazed when they use this tool. They are feeling down on themselves and frustrated. They start the log and see that they are moving forward; goals are being reached and achieved. Their energy is renewed with this new insight.*

*Dream, create, live – now...*

*...Becoming a Dream-Maker*





*Dream, Create, Live----Now....*

**Leadership:**



**The Key to Making It Happen**



## Leadership

Whether you are creating a dream on a personal level, such as cycling across the country or on a professional level such as a business or new career, it takes personal leadership. Being a leader of your life, or your business is the same in many ways. There are qualities of leaders that come into play for the success of both. *Leaders set the direction. Leaders lead into the unknown, moving the organization forward towards the fulfillment of its purpose. Leaders create the vision.*

You have already begun to emerge as the leader of your dream, your vision. You created it and you are the one that has to take that vision into the future. The decision is yours.

When leaders fail to be visionaries it becomes hard to steer the ship in the right direction towards a compelling destination, instead it drifts from place to place. The leader's vision of the future energizes the leader and staff to take inspired actions. There are real world steps that you can take to be the leader of your life and business.

Leadership is challenging. Being the visionary, while fun and inspiring can also be personally hard. Especially, when you bring other people into the picture, you need the confidence and the ability to be a lifelong learner to truly succeed.

As a leader, I have been challenged by my own dreams and visions as well as by the people I was working with. Early in my management career the staff I worked with at a sheltered workshop referred to me as the "the b\_\_\_ up front." At first I was insulted, but then I realized that this was a word that for women represented just what I needed to be: strong, confident, goal focused, and action oriented with high standards of performance and high expectations.

*Dream, Create, Live----Now....*





As the leader, you have to let these types of comments roll off your back, but you also have to be self-aware and self-reflective to ensure that you are being the best leader that you can be.

By being a life-long learner, you possess these qualities. It means that you are always refining your leadership; working consciously and intentionally to develop great leadership skills.

### **10+ Steps to Being the Leader of YOUR Life:**

1. **Start with vision:** create your clear and compelling vision of the future.
2. **Be the leader** -- know that you are the captain and the driver of your life and your vision. Keep the Captain's hat ON. Remember: IF, it is to be, it IS up to YOU. You are the one to create YOUR dream, YOUR vision. It is YOURS.
3. **Chart your vision** – create the map that will get you there. Having a focused strategic plan will keep you on the right course to living your vision.
4. **Stay focused on the horizon** – never lose sight of the vision, the destination. Keep the plan in front of you and stay on course.
5. **Use your compass!** Values guide your life, your business. They are the compass and keep you on the right path.
6. **Keep a “ships log”:** --Be accountable- keep moving forward. Log your accomplishments. Read your vision, stay inspired and in action.
7. **Share your vision.** Inspire others with your passion, your commitment and your drive. Get them involved and helping you to realize your dream/your vision.
8. **Communicate, communicate, communicate!** Be an excellent communicator. Let others know what is happening. Get

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- feedback/input, listen and keep the communication cycle continuous.
9. **Mastermind** -- create an advisory council or board to get outside eyes giving you input.
  10. **Hold the vision** -- don't hand over your dream to others. Keep yourself and others out of the way. Don't buy into negative talk, reframe the dialogue and keep the vision moving!
  11. **Celebrate your leadership!** When your vision is realized or being realized, know that it is because you took the time to become a great leader. That it was your vision, your passion and your commitment that got you to where you are.
  12. **Celebrate your team too!** Yes, others were also a part of your success. Celebrate them as well. Great leaders share the credit for their success because they know that it took the work, the ideas and the perseverance of all team members, AND that they could not have done it alone! Be sure to recognize the team players on your team.

### *Bike Log:*

*In developing the Peace Tour, I was introduced to Hosteling International, as an organization to sponsor the tour. It was through talking with people about my dream to ride across the country that I learned of Hosteling International and their Bike Leader Training. I attended bike leader training in Ohio Pyle, Pennsylvania. We spent some time in the classroom and then hit the road, riding for several days through Gettysburg and camping along the way. There were two instructors. I took my leadership skills from Outward Bound and years of leadership work and incorporated the new bike leader skills.*

*The amazing part of this leadership training was the connections that I made with the other participants, and the encouragement to*

*Dream, Create, Live----Now....*





*follow through on the vision for the bike tour. I learned that Hosteling International at the local level might be interested in sponsoring the tour and become a partner in the planning. That is exactly what happened. The local chapter board approved the tour and their President, Suzanne Toomey Spinks, became a key person on my advisory team in the planning of the tour.*

*Years later, after the tour, my partner/husband and I were biking on the west coast. We had just come down out of the mountains in Oregon and turned southward bound on Route 1. We had been eyeing huge blackberries and decided to stop and have a late morning snack. When we emerged from the bushes we saw two fully loaded bike tourists riding north. The etiquette among touring cyclists is to meet in the middle median of the road. The conversation is pretty standard. The questions go back and forth: Where did you start; where are you going; how long have you been on the road; where are you headed?? We started going through the typical biker conversation.*

*These riders were on bikes that were FULLY loaded! I had never seen so much gear on a bike. Their panniers were sun bleached, dusty and worn. As they told us their story, we learned they were just returning from an 18 month round the world tour. I looked at them again, and realized, this was my instructor from bike leader training years earlier in Ohio Pyle, Pennsylvania. Amazing. He had told us all about his round-the-world tour dream. I had even considered going on it, but in the end decided to go back to my job. To be on the same road, at the same time was totally unbelievable. The world is small.*



*...Becoming a Dream-Maker*





### Business Log:

*I have found that as a small business owner, it has truly allowed me to be the leader of my life. I gained greater control over my time, my business strategies, my resources. I get to make the decisions, all of them, good and bad. I learn from each. I get to decide the directions my company takes or doesn't take. As the leader of a small business, one of the greatest challenges is being the CEO. For many small business owners, they love their craft – plumbing, retail, coaching, chimney sweeping, whatever it is...but they have a hard time being the leader, the CEO. The CEO is the visionary, the person responsible for business development and business growth. When you step out of providing the service or product and move into vision and strategic planning then you are being the CEO. CEO's are also the people that develop new clients, bring in new niche markets, etc.*

*It is hard to be the CEO of your own business, I found. It is easier to be the CEO for someone else. I had to get really clear on what my vision and core purpose are in order to be clear on how to develop and build the business. It took me years. I hope as you read this book, it will help you to achieve your CEO status much faster and build your thriving and prosperous business with ease.*







# **Navigating Change**



**Realizing Your Dreams  
Change Your Life**



## *Managing Change:*

It's not every day that you create the life of your dreams or the business of your dreams. It has taken your courage, commitment, willingness to risk, responsibility and more to achieve success. Managing the changes that have occurred in your life and business can be fun and can be filled with excitement and celebration. But sometimes managing change can also be difficult. There are some key steps to take into account now, as you begin managing the changes in your life.

First, be aware! Life is changing. As you embarked on this journey of dream making you have done so with intention and integrity. Staying aware is important. Achieving your vision can be such a thrill and at the same time can impact others beyond yourself. Staying aware of that impact is crucial. As the leader, you need to be tuned into this and help those around you to navigate the changes taking place.

**Second, communicate.** Be an open communicator. Empower others to communicate with you. Don't shut them down or turn them off. This takes patience and resilience. By empowering others to talk with you about what is happening for them you are able to help them through the shifts and changes at work or in their life. Let's face it, managing change is talked about a lot in business, but if your dream or vision is to move to a new city or like me a lake, then it impacts everyone around us. There is often resistance to change; rebellion, anger, fear and all sorts of other emotions that can come along with it. By being an open communicator you can listen deeply and share your ideas, thoughts, reasons and excitement. It might take some real work on your part to help those around you.

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Emotions related to change is often fear of the unknown. Communicating and sharing information is one way to overcome some of these fears. People need to be assured. In businesses when changes are occurring people want to know what the impact is on them, their family, and their livelihood. Share as much information as you can. The same is true personally, people want to understand how YOU living the life of your dreams is going to impact their dreams, their vision and ultimately their life.

Leaders are often on board with change, long before the people around them are (their staff, friends, family etc.). You have to give people time to catch up and support them in their journey to change. In helping others navigate change you might need to listen and then negotiate. Getting input from those around you is not a bad thing. It can give you valuable new information that is valuable to you in visioning.

As the leader, you also need to recognize some of the emotions that can be happening for people when life is changing. There can be grief, regret and sorrow, while at the same time, excitement. People need time to adjust to new things and let go of the past. So while the new vision might be incredible, it also comes with loss of the old. I know for me, this occurred in starting my own business. I love being in business. I love meeting new people, new clients and serving them. At the same time, it was quite a change to go from a successful career and job as the leader at an outdoor education center to a business owner. I had to let go of that position, recognition, and prestige, many of the connections and adjust to not having a regular paycheck. There was excitement and sadness.

One excellent tool for helping people to move forward in the midst of change is storytelling. Spending time, remembering and telling stories of the organization through its growth can be a method of

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letting the old way go and moving into a new way. With storytelling there are some important guidelines to keep in mind:

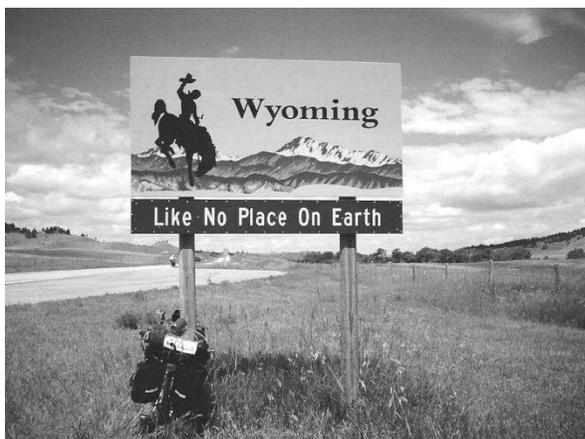
1. Create a safe space for stories to be shared.
2. Let the story teller talk without interruption, comment, or judgment. It's their story, their perspective.
3. There should be no defending, excuse making in regards to someone else's story.
4. Be respectful listeners – or listen from the heart. One of the great leaders that I worked with, Hendricks Davis used to put it really simply: “speak from the heart, listen from the heart and be brief.” These are great guidelines for a storytelling evening.
5. Sit in a circle with nothing in the center. Keep the space open in the center without tables, or other things to block communication.

Storytelling can be fun, enlightening and healing all in one. It is often useful to do before moving forward into the new way of operating, or vision.

Journaling (again) can be another excellent tool for your personal journey in navigating change. Taking the time to journal both your excitement and your fears or other emotions can assist you in releasing the negative emotions and capturing the positive ones.

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# **Tool Box**



**Additional Tools for When You Are  
in Your Own Way  
or Just Plain Stuck**



## *Additional Tools*

### **Tapping into our inner wisdom.**

In working with youth and adults for several years I often used different objects and tools to help them in reflection or tapping into their own wisdom. Some of us are very talented at getting at the information we need: we can easily talk in groups; we can easily identify our goals, our dreams, and our aspirations. For others, like me, we need to tap into that wisdom in less direct ways. Maybe we have it safely buried or we are protecting it in some way, but it just doesn't feel like it's right there at the top ready for us. That makes us unclear, perhaps unfocused.

I have found that there are some useful strategies to tap into our creative self and these are what's included in this toolbox section. Earlier I talked about using an object such as a stone to transition you into meditation or the present moment. Using a lead question such as what does this stone tell me about my vision or life's desire or whatever the right question is for you, helps to bridge that gap between the left and right brain. It amazes me the things that can come from such a simple activity that I hadn't noticed or wasn't totally aware before.

I have found the same with groups I have facilitated. If I use pictures or an object or an art medium for each individual to reflect on what they have learned, the responses are always different, interesting and often intriguing. It gives individuals time to process, when often in our fast paced world we don't take that time to process, but it also reaches different responses than if I had just simply asked the question and gone around the circle. I am taking this approach from a group facilitation experience to an individual experience and now into a book and guiding you in how to use this on your own.

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## **Objects:**

1. Decide that you are going to use an object for reflection but not yet exactly what the question might be.
2. Pick an object category
  - a. An object from nature
  - b. An object from my office
  - c. An object within my house
3. Once you have identified the category, go on your search for the object that is “speaking to you”, “calling to you” and choose that one. When you see it you will know that is the one! That is your own inner wisdom guiding you. Be open to it.
4. Return to the space where you are going to meditate/reflect.
5. Write down your reflection question now, not earlier.
  - a. What does this object tell me about my vision for the future?
  - b. What does this object tell me about how I am stuck?
  - c. What does this object tell me about the direction I have been going in?
  - d. What does this object tell me about where I need to be going?
  - e. What can I tell from this (stone) about my future path?
  - f. What can I tell from this sparkling glass about my dream?
  - g. Looking at this “stone” what do I know about what I need?





- h. Looking at this “driftwood” what can I learn from the past?
6. As you spend time with the one question you have chosen/written, look at the stone, the glass, the driftwood, the paperweight, the mug, whatever the object is, and reflect, using the object to assist you in getting to some new information.
7. Write your thoughts down in your journal or a place where you can retrieve them as you move your vision and dream forward. The ability to come back to this information is helpful in that it continues to provide you with valuable information.
8. After you’ve spent some time in the activity and you feel you are done with the activity, stay with it for another couple of minutes and stretch yourself a bit more.
9. Take time to look over your writing and glean what you have observed. Have you tapped into new information? Move onto the other visioning activities or brainstorming activities.

## Using Pictures & Slides:

### Slideshow:

This is a tool included in the toolkit. (Link for download in front of this book). When you are stuck and need to get your creative side as rolling, pictures can help: the more random and unfocused the better. If they are only pictures related to you or your dream it limits what ideas, you might get. The randomness of color, pictures, can spur ideas that you didn’t know were there. We use slide shows of randomly selected pictures. While watching the slide show I sit with

*Dream, Create, Live----Now....*





paper and write down whatever idea comes to me. I have to write them right there, because I forget them later on. I remember that I had a great idea, but I don't remember what the great idea was, and it is frustrating. So, I find it better to just write ideas down in the moment.

I keep a generic idea file or put the idea in an appropriate file. For instance, if I get an idea about an article I should write I put it in the article file. It is filled with thoughts, outlines, and ideas for future articles. Then when I need a new article, there is a resource to go to. If I have an idea for a new program or service, I write it down. That way when I have the time and resources to move a new service forward, I can come to my list and see if there is still a great idea there. Perhaps it shifts from the original idea and becomes even better.

### **Picture Cards:**

I have a collection of different card sets: animal spirit cards, geometric design cards, angel cards, etc. You can find cards that you like in many gift shops or online. I have used picture cards with groups to help them to tap into that inner wisdom. I spread the cards on a table or the floor, facedown. I then ask people to pick the card that is speaking to them. Almost every time, someone says "how can I tell, they are facedown" and every single time once they have each picked their cards, they find they have chosen just the right one for them.

### **Sitting with yourself**

Spending time in silence is valuable. In the silence you are able to hear your inner voice. You are your best teacher. You have such inner wisdom and knowledge. Being in the silence is an opportunity to be with you, to find peace. Take time to regularly sit with yourself in silence. I personally, find this challenging and have to work with

*...Becoming a Dream-Maker*





myself to follow through. I am moving so fast, my mind always “on”, that it is hard to spend time in silence. I find that when I do, the time is wonderful and powerful.

*During my Outward Bound Leadership Course, we did a 3-day solo. That meant that we were each given a parcel of land to spend three days on, alone. I was terrified. First, terrified of being alone, then terrified of being alone. We were in Baja, Mexico on the sea kayaking part of our trip. The land was desert like. We were given a large jug of water, three Power Bars™, a couple of apples and some Gorp or trail mix. We walked in silence after our briefing and the instructors took each of us individually up to our “spot”. Mine was high up on top. I could see out to the ocean in a couple of directions since we were on a peninsula. I set up my shelter, which was just a small fly, no sides or bottom. And began my three-day solo. It is the longest time I have spent by myself with only a journal. The time there was wonderful. I saw whale’s spouts of water in the distance, watched birds overhead, slept, journaling and enjoyed the silence. It was a time that was all my own, free of conflict, conversation, navigating group dynamics.... just mine.*

## Guided Meditation

Guided meditation is another way of being with you. In guided meditation, a guiding voice takes you on an inner journey of pre-made audio with guided visualizations. I have included one with the toolbox: ([CompassRoseConsulting.com/LYD-toolbox](https://CompassRoseConsulting.com/LYD-toolbox) [coupon code: LYDbuyer]). You can also make your own! And I have outlined resources for you for making your own. You can also record the two visualizations scripted here within the book and customize them to your vision.

The guided visualization can help you to create the very real imagery in your mind and in that you create powerful energy for continuing

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to move the dream forward. The advantage of creating your own or working with someone to create one for you is that you can use your imagery, your vision, your dream.

Imagine listening to a guided visualization of your vision each day. It brings the image and the vision within you on an even deeper level. You begin feeling the vision.



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# Launching Your Dreams



**Start Living...**



Here you are at the end, and at the beginning. My hope is that you have done the work throughout the book and have created a clear and sparkling vision that is pulling you into your future. You also have created a comprehensive plan that outlines your inspired actions. You've identified the resources and qualities that you have and those that you still need. You know how to create a mastermind group or support system to help you in realizing your dream. And, you are taking steps each day to move the dream forward.

I've shared with you tools and a process that you can keep working. It takes inspired action and real work to 'launch your dream". Keep focused on your vision and your plan, move intentionally forward towards your dream.

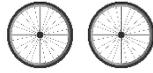
You are the leader of your life and you can make this dream and many others happen.

Take each step with boldness and determination.

### *Bike Log:*

*Cycling across the country was an incredible journey. The learning, life lessons and adventure were incredible. We made it from Portland, Maine to Bandon, Oregon. We dipped our tires in the two oceans and along the way covered over 4,500 miles. People all across the country were helpful, friendly and enriched the experience. They were, in many ways, my lesson – that people are good. After we finished, we each went our different ways. I continued to bike down the coast of Oregon eventually making my way down to San Diego, mostly by bike but also with a train and a bus. I found new parts of myself on the ride, parts of myself that continue to strive to be out in my life.*





### *Business Log:*

*Building a thriving business has taken incredible passion, commitment, and perseverance. The world challenges entrepreneurs. People who are not entrepreneurs just don't understand what it takes to make it. The risk is incredible and the rewards are even greater. When you succeed as an entrepreneur,*



*you have created a business based on your actions and intentions. It took your courage and sweat to do it.*

*My vision for my business has evolved as I have developed it. It's okay to revise your plan and your vision. It was in the growth of me, as a business leader, that I created the right direction for my company.*

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# Treasure Chest



**Additional Resources to Help You  
Launch Your Dreams....**



## *Launching Your Dream Toolkit.*

Within the book, I have talked about several resources. These are offered at **CompassRoseConsulting.com/lyd-toolkit**

### **Special code: LYDbuyer**

Inside there are:

- ✨ Recorded guided visualization
- ✨ Printable thought cards
- ✨ Printable worksheets
- ✨ The new Dream Maker Work Book
- ✨ Creativity Block Slide show
- ✨ The Dream Maker Interviews

## **Compass Rose Consulting Coaching Groups:**

Join our coaching group. Compass Rose Consulting offers coaching groups that support dream making, accountability, success and inspiration for each member. Imagine working on creating your vision with a group of like-minded people. Their vision, their work, their motivation will inspire you; will keep you moving forward and they will be there to help you when you get stuck. We all can benefit from being associated with motivated, committed people that are actively working to create their lives and their success. Sign up today. Call 973-948-7673 or visit

[www.compassroseconsulting.com/coaching](http://www.compassroseconsulting.com/coaching)

## *Guided Visualization CDs*

Visualize Your Goals is another wonderful resource for creating your vision board. At Visualize Your Goals you can create an online vision board that can be a powerful tool that you see every time you are on your computer. Their system is fun and energizing.

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[www.visualizeyourgoals.com](http://www.visualizeyourgoals.com)

## Labyrinth Walking

Labyrinths provide a walking meditation that for me was always powerful. It has been a healing tool as well as a meditation and creativity tool. The Labyrinth Society has a wonderful website. On it you can walk a virtual labyrinth, which is pretty cool. You can use their labyrinth locator to find a labyrinth near you. Often labyrinths are open to the public and can be walked by visitors. The Labyrinth Society website is:

<http://www.labyrinthsociety.org>

To use their virtual labyrinth walk visit:

<http://www.labyrinthsociety.org/resources>

This is a really fun tool. If you don't have a labyrinth locally, you can go online and virtually walk a labyrinth with your mouse. There is music that can be turned on and off as well as different meditations. Explore these and see what feelings come up for you. What dialogues do you hear? And take them all back to your journal.

Wooden finger labyrinths are also a fun tool. These are great if you can't get to a labyrinth to walk because they are too far, or not easily accessible. The finger labyrinth provides a meditative experience that is also valuable. Educators have used finger labyrinths to help children resolve conflicts and long list of other things. They are wonderful for tapping into your inner wisdom in similar ways as walking a labyrinth does.

Relax4Life has a wealth of beautiful wood or plastic labyrinths from hand held to lap size, as well as canvas walking labyrinths.

[www.relax4life.com](http://www.relax4life.com)

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## *Business Building Resources:*

There are a wealth of resources available for building your business. I use Wordpress for my site and ClickFunnels for business growth. Check out our resources at [CompassRoseConsulting.com/Resources](https://CompassRoseConsulting.com/Resources)

## *Cycling Resources*

If you are planning a bicycle tour or trip there are some great resources out there for connecting with other cyclists.

**Adventure Cycling** is a great organization that has developed a bike route network across and around the United States. Their maps are incredible, with a designated route, resources along the route such as bike shops, grocery stores, accommodations (campgrounds, hotels etc.). Their magazine is inspiring as well as giving you great information about cycling gear.

[www.AdventureCycling.org](http://www.AdventureCycling.org)

**Warmshowers.org Foundation** is a network of touring cyclists that offer accommodations to other touring cyclists in their home. It is an incredible resource. Now, you can find other cyclists that are welcoming, helpful and resources themselves for cycling in their area. Create your profile, offer other cyclists a warm shower and place to stay and use the site when you are out touring. We have helped cyclists that were injured that called us while we were traveling and were able to help them track down help in the local area. The other really cool thing with Warmshowers.org is that their maps integrate with Adventure Cycling maps.

[www.WarmShowers.org](http://www.WarmShowers.org)

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## **Facebook –**

There are many great touring cyclists groups on Facebook. It is a great way to learn about bicycle touring, connect with others that are out on the road or find people to ride with.

My favorites are:

- Bicycle Touring Pro
- Women Touring
- Warmshowers.org
- BikePacking

And of course, there are great feeds to follow on Instagram as well.

If you do a search, you will find many different groups. Find the one that is right for you.



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# Epilogue



**Being a Life Long Dream-Maker**



Life is a journey that keeps presenting new challenges and adventures. Building your dream and learning HOW to do it is one of the greatest accomplishments in the world. Once you know HOW to create a dream and live it, then you can keep creating what you want in your life. You have realized that life doesn't just happen to us, but rather we are the captains of the ship and we create our destinations through our dreams and visions. It is exciting to be a Dream Maker.

After cycling across the country, dreams continued. It's not a life with just one dream. Once you build one, more dreams emerge and you start working on those. Some of my dreams you read about, I changed careers, moved to new states, got another Master's degree.

My greatest dream was to be a parent, and it wasn't an easy accomplishment. It's largely a whole 'nother story, but we did accomplish it. My partner and I adopted three children; two from Vietnam and one from south China. Our first adoption was of a beautiful little boy that we named Jackson and held for 6 days in Vietnam. He died tragically, while we were still in Vietnam. I moved in what felt like a fog for a long time, and over time felt myself emerge from that fog.

Cycling was the first thing that we did when we brought Jackson home. After days in Vietnam, and a long 24-hour flight home, in shock and despair, riding was our refuge.

We were blessed to be welcomed back to Vietnam to adopt our daughter, SadieGrace and then two years later we traveled to China to have DelaineyRose join our family.

We have reconnected with cycling and ride on tandems most of the

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time, now, with kids on board. Sometimes I ride what we call the “BIG RIG”, my tandem with a “tag-a-long” or third wheel attached, giving me the ability to ride with the girls to the beach or school in the summer when their Dad is working.

We have started touring again, and had a great multi-day trip this past summer. I keep talking BIG rides, but no one else has totally bought into that dream (yet!) I remind myself that talking is part of dream making. Right now we are planning a ten-day ride developing a women’s history trail in upstate New York. We rode the Great Alleghany Passage in Pennsylvania and have BIG hopes of touring internationally.

As you saw in my business logs, building a thriving business is an incredible journey and passion. It continues to challenge me and reward me! I use the tools within this book as a foundation for my own business development. I work with many business owners on building their thriving business. I launched my business dream to be in control of my life and my time – to be able to be home, and be part of my children’s lives; to build wealth and ultimately happiness. Business takes the same qualities that launching the cycling dream took. It has taken courage, risk, commitment and tremendous perseverance. I have been fortunate to have great mentors, coaches, colleagues and most importantly clients that have all played a part in my success. I have also been totally supported in building a successful business by my partner and husband, Ken Elliott. He has risked it all with me and stood beside me even when I was doubting!!

**My hope and wish for you is for your success, to live your dreams** and learn how to build them, one after another, to have fun with

*Donna Lynn Price*



them and share your dreams and vision with others, inspiring them to live their dreams...

Be a Dream Maker!

*Donna Lynn Price*

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# **About the Author:**



**Business & Marketing Strategist**

**Speaker, Trainer, Facilitator**



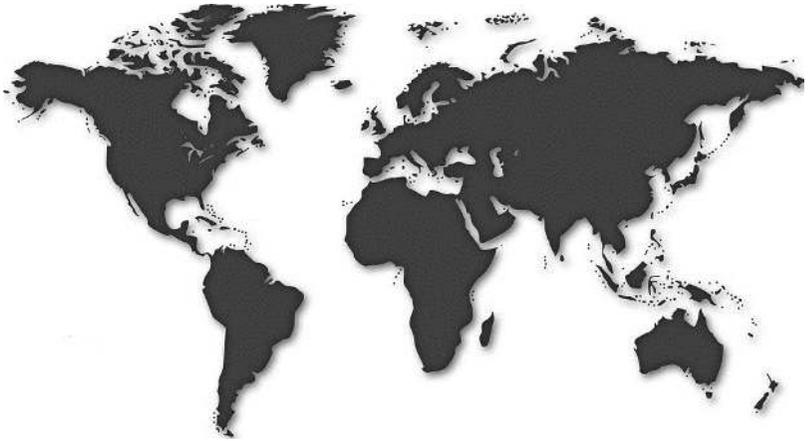
**Donna Price, Business Success Coach, Speaker and Facilitator** is the President of Compass Rose Consulting, founded in 2003. She is the author of several books. Donna developed and authored *Bizology.Biz* a comprehensive business development system that guides owners step-by-step through her proven process of success. Donna provides coaching, training, strategic planning and speaking services. She has been the host of two radio shows: *BizologyBuzz: The Buzz about Business* and *Leadership Navigator Radio*, and most recently – Visionary Womenpreneurs available on all the major podcast platforms

Donna is a kayaker, cyclist, mother, adventurer, creator, visionary womanpreneur and dreamer. Donna is a keynote speaker, trainer and business success coach providing extraordinary services. Donna has 18 years of executive management experience, has completed a 72-day wilderness leadership course, cycled across the country, adopted children internationally, started her own successful business and created new paths and directions for her life based on her vision for a healthy and balanced life. Each achievement has started out as a dream and through a process of identification, living with intention, planning and action, dreams have been realized. In addition, Donna and her partner have faced personal tragedy, and come through with a new appreciation of life, especially family.

Always a dreamer, Donna continues to work on her dreams of building a successful business, creating balance between work and family, with family and kids the priority, and bike touring long distance...exploring the world and the diversity it offers. Meeting the people, just like in the Peace Tour and rediscovering – the sameness that we all possess.

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# About Compass Rose Consulting





Compass Rose Consulting, LLC was launched in August of 2003. The name comes from an adventure-based background. The compass rose is the center of the compass. It keeps you on your path, going in the right direction. It is also on most maps, guiding you to orient the map in the right way. Both are a perfect metaphor for a coaching and consulting company.

Compass Rose Consulting provides quality services based upon the needs of the organization. CRC works under a philosophy of building relationships and having genuine contact with each person in a way that respects the individual, their beliefs and values and honors them. I believe in spirit and its presence in each person and organization. I work in win/win situations, working with organizations and individuals in ways that are beneficial and not frivolous. I believe in honesty, respect, and acting in socially and environmentally responsible ways. My goal is your business success!

## Find Compass Rose Consulting:

[CompassRoseConsulting.com](http://CompassRoseConsulting.com)

**Twitter:**

@donnaprice

**Facebook:**

[Facebook.com/compassroseconsulting](http://Facebook.com/compassroseconsulting)

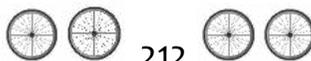
**LinkedIn:**

[LinkedIn.com/in/donnalynnprice](http://LinkedIn.com/in/donnalynnprice)

**YouTube:**

[YouTube.com/channel/thedonnaprice](http://YouTube.com/channel/thedonnaprice)

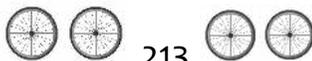
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*.....dreaming*

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