

I have a dream...

by Ruud Jansen

Clean desk policy and time management

In my previous newsletter edition I talked about a clean desk and a properly organized personal filing system and what could deliver that to you in terms of efficiency.

And how you could clean up your disorder and get control of your business again in 6 simple steps.

I got a lot of reactions on that newsletter. There were managers who honestly confessed to me that, despite all the training they followed and all the business literature they read in the field of time management, they still fell down in their old habit and finally ended up in the same mess as before.

Absolutely; after having followed time management course number so many and after having studied the latest technology, they were excited and enthusiastic about what was just learned. Gradually however the old monster came up and changed the personal administration and organization in work in total chaos.

You could wonder how this comes...

It is obvious that it is useless to read and study more books or follow more lectures or wait for the next newsletter of Ultimatebusinessadvice.nl!

There has to be something that makes you 'committed' to what you learned about the principles of time management and clean desk policy.

To my conviction, you have to find the basis for that in having something like 'a holy belief'. Call it a dream that you want to realize or a higher objective that you want to achieve. All the literature or all the workshops of the world will not help if you miss that 'holy feeling'.

In my May newsletter edition I indicated that the most ultimate what you can achieve in terms of organization and effectiveness is when work and filing systems have been set up in such way, that it makes an interconnection with the mission and the business objectives of your company. After all, your mission and targets are the results of a dream, a higher objective or a holy belief. At least it should be. I believe that the lack of such a dream is the biggest problem with most people.

People with a dream

Many people were famous for their 'dream'. Most well known person of course is Martin Luther King, the American freedom fighter for equal rights for the black and white population.

On 28 August 1963 King held his famous speech 'I have a dream' in front of the Lincoln-monument in Washington during an impressive peace march of almost 200.000 people; amongst them there were many white people.

He talked about his dream; how beautiful it could be when black and white could live together in harmony.

Finally his dream came true (although not everybody agrees) and King had to pay a very high price. But due to his 'holy belief' he gave respect to the black people and created a political atmosphere what finally led to equal rights for all American citizens.

To be a little more nearby. Recently I saw on TV Andre Rieux from the Netherlands, the famous violin player and chef d'orchestre who is tremendously popular with his fans all over the world. Last year he was best selling cd artist in Europe and his concerts in America and Asia are all sold out.

His early dream was to make classical music accessible for a wide audience and with this philosophy he started, after his music study, 20 years ago with his orchestra. His dream became a multimillion business and everywhere in the world, he plays for his enthusiastic fans and with his specific approach and show he makes them aware of the beauty of classical music.

Or the story of female athlete Fanny Blankers-Koen who joined in 1936 the Olympics in Berlin and who was so impressed by the results of sport colleague and American Jesse Owens that she promised herself to win a gold medal on the next Olympics.

However, the 2nd world war came and during those years no Olympics were organized.

In 1948, when for the first time this global sport event could be held, Fanny was almost thirty years old and mother of 2 children. She could not accept that in the meanwhile her best years were behind but she let her motivate by her dream. Finally she won 4 gold medals.

How do I get that ‘holy belief’, that dream or higher objective?

I ever held a presentation for the board of directors about CRM (Customer Relationship Management), the system to logically interconnects separate applications and stand alone software to result into one seamless and efficient workflow.

One of the board members had told me that he once had a dream where all the loose ends in his organization were linked together and formed one consistent application.

With a wink to Martin Luther Kings’ speech, I started my presentation with “I have a dream” and I let in the meanwhile Kings voice call during my pitch. This made such an impression with the board, that it did not take long before we got the “go” for starting our CRM project which successfully was implemented within that company.

In such way, that dream of the director came true, finally his holy belief became reality.

How do I get this ‘peg’, that dream or that holy belief that I can use as basis to organize my thoughts and activities? With such dream you have the feeling that you get nothing done whilst with your dream, there is in fact nothing that can go wrong.

A simple approach that always works has been packed in the following steps:

1. Take a day off and look for a quiet and inspiring place where you cannot be disturbed and where you can free your mind complete from the daily business issues; when that has been done, think of 3 things that excites you completely. If you don’t succeed in that, ask someone to help you. It may take some time until the ideas begin to flow but understand, that this is very important for you so take the time for it.
2. Prioritize these 3 “dreams” and take that dream that gives you the ultimate excitement.
3. Write down that dream and add or create pictures to it and make a slogan out of it and hang this everywhere you can look at it (in the office, at home)
4. Write down each week 3 actions that you have to take to achieve your dream and take care for that every time 3 actions are outstanding to work on
5. Focus now in your life everything on realizing that ultimate dream

Afterwards you will see with complete different eyes and much more clear what you have to do to realize that dream. You will take more concrete steps to achieve your goals. And you will see that you can apply your business techniques much easier by simply linking these to your “ultimate dream”. And you will be more successful and have much more energy and be full of self confidence. By putting your dreams on paper you will be more successful than 90% of the rest of the world. And by taking actions regularly to manage your dream, you will be in the top 10 of more successful business owners! And time management, if it is ‘steered’ by your dream, will be a piece of cake. Without that dream or holy belief, it became clear at the beginning of this letter, it is very difficult to keep going.