



Your journey to greatness

ON THE AVENUE

WITH MARK LOCKETT

There may be times when your professional or personal life calls for an objective third party who is trained to listen to you, question you, challenge you and provide you the support you need at that very moment. For those moments, consider working with a Business or Life Coach. Visit www.Avenue44.com today and contact me if I can be of service to you.

“During my last semester in business school, I had the opportunity to engage in a series of meaningful (coaching) conversations with Mark, focused on making me more marketable for future opportunities. With the many resources the school had to offer, none were more valuable or useful than the coaching I received from Mark. Upon starting my career in marketing, our coaching sessions shifted from seeking opportunities to career development. I credit Mark with assisting me in recognizing my professional potential.”

Chad -
Proctor & Gamble
Marketer



RESOLUTIONS & A REAL SOLUTION

We are well into the New Year. Did you resolve to do anything in 2011 that would aid in your overall growth? Are you on track? If you are like many, it is after the first few weeks when we start to resort to our old habits. However, it's not too late and here is a Real Solution on how to get you back on track to achieve your Resolutions. *Do not go it alone.* Find yourself an Accountability Partner (AP).

I was first introduced to the concept of APs by Celeste Jonson, a leadership coach and founder of Celeste Jonson International, at the Executive 50 leadership conference. The concept was explained and each conference attendee was encouraged to connect with an AP. I later learned that this concept exists in many forms and is embraced by a few of my esteemed colleagues and friends (I had no idea!). It occurred to me that this concept may indeed be a Real Solution to keeping Resolutions.

There are a few important tips when working with a APs. First and most importantly, the APs must genuinely care for one another. Second, the format must be simple and time bound. Third, communicating frequently must be convenient and a priority. Finally, there is no room for judgment. The APs exists to provide support and a check-in mechanism.

A former classmate of mine from Coach University employs a very simple format. Scott and his APs have goals that fall into three categories (*Happy, Healthy and Wealthy*) to be completed in 90 days. Each partner shares what goals she or he will complete in 90 days and provides weekly updates to each other on their progress. Here is an example of Scotts 90 day goals:

By February 17th I am: Meditating daily (Happy), able to do 100 push-ups in a row (Healthy) and earning \$X per month in gross business income (Wealthy)

I love the simplicity yet specificity of these goals! This is so doable. In the age of smart phones, iPads and laptops there is no excuse for regular check-ins. Remember, when receiving the update from your partner, provide support and encouragement - no judgment. Does this sound like something you could benefit from?

My friend Nick shared the *5 F* approach with me and I am excited to give it a try *with* his support. Quantifiable goals will be set for the following categories: *Family, Friends, Faith, Finances and Fitness.* We have shared our goals with one another and are committed to checking-in weekly on our progress.

Friends and colleagues, let's commit to growth in 2011. "Cheers to a New Year and another chance for us to get it right" – Oprah Winfrey

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