



Your journey to greatness

# ON THE AVENUE

WITH MARK LOCKETT

*Avenue 44, LLC is a business and personal coaching firm designed to support successful people who desire to achieve more. Working with a personal coach may be just what you need to take your "game" to the next level. I am ready to support you. Contact me for a free 30 minute coaching consultation at 215-630-6203 or [Mark@Avenue44.com](mailto:Mark@Avenue44.com)*



## THE LAST "100" DAYS CHALLENGE

Many of us are very familiar with the importance of having a 30, 60 and 90 day plan when starting a new position. Like me, you may have vivid memories of the media tracking President Obama's first 100 days in office. It is also a safe bet that each of us has begun a new calendar year with New Year's resolutions at some point in our lives. Why the focus on New Year's resolutions or the first 30, 60, 90 and 100 days? We know how important it is to get off to a good start when undertaking a new endeavor.

September 22, 2010 is a special day. This day offers an opportunity to take a different look at getting off to a good start. September 22<sup>nd</sup> is the 265<sup>th</sup> day of the year. Do the math. There are 100 days left in the calendar year 2010. So here's the challenge in the next few days sit down and think about what you would like to accomplish before 2010 is in the rearview mirror. More importantly, write out your S.M.A.R.T. goals (*specific, measurable, attainable, realistic, and time bound*). Remember, the time bound component is set ... before December 31, 2010.

What better way to start 2011, than by ending strong in 2010? This challenge offers us the opportunity to finish strong *and* get off to a good start in the coming year.

I have personally employed this method in the past and am committed to doing it again this year. I am committed to losing that nagging 10 pounds (yes, even with the holidays coming). I am committed to earning the designation of Associate Credentialed Coach from the International Coaching Federation. I am committed to attending 75% of my son's football games. Lastly, I am committed to employing the first two steps of *The Total Money Make Over* (author Dave Ramsey) with my wife. Accomplishing these goals before the end of this year will allow me to finish the year strong and start 2011 with momentum!

Will you take the "Last 100 Days Challenge?"



**If you take the "Last 100 Days" challenge, how might your life be different?**

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