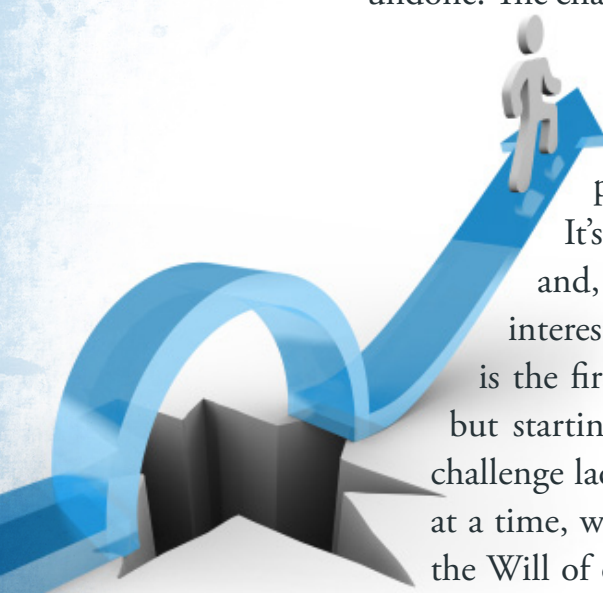




will or pay

Regret is a powerful and awe-inspiring emotion, often considered as life nears its end. People live their lives fueled by the fear of regret, asking themselves, “What, at the end of my life will I regret not having done?” Regret is avoided by asking tough questions early on: “What are the things I am willing to do to avoid regret? What risks am I willing to take?”



Regret is less the fear of the unknown, and more the fear of the undone. The challenge is in the execution. Every person needs a driving factor that will kick forward the Will to make him above all, to do above all. This desire to be the best, to go beyond even self-perpetuated expectation derives from passion. It's never too late to begin acting on your passion, and, there's no benefit in procrastination. If you are interested in starting a business, harnessing your Will is the first step in avoiding regret. It's a risk, for sure, but starting and running your own small business is a challenge laden with rewards. Taking the process one step at a time, while listening to your Will (and working with the Will of others) is the key to beginning the journey of entrepreneurship in the 21st century.

“Knowing your personal work style—listening to your body and understanding your talents—allows you to maximize on your strengths, and work on your weaknesses.”

Let's define WILL as “Works, Inner, Love Language.” The term “love language” is adapted from Dr. Gary Chapman's *The Five Love Languages*, in which he details simple verbal techniques that augment relationships by showing appreciation. For the entrepreneur, love language must be spoken to oneself. By being kind to himself, he is able to peel back the onion layers of work attributes that define him. All chefs know that it is an art to get what is needed from an onion before tears impede the culinary creation. Similarly, as we look at our “Works-Inner-Love-Language,” it's an art to extract from within ourselves the attributes that define personal work style. Knowing your personal work style—listening to your body and understanding your talents—allows you to maximize on your strengths, and work on your weaknesses.



This personal work style and a personal internal dialogue form your Will. Internally, Will is driven by one's past, education, and family. Externally, Will is driven by financial need and practical possibilities. Both internal and external factors contribute to one's personal work style; attributes like persistence, focus, quality, action, and attention. These positive work attributes presumably create a greater yield out of one's performance. Again, it's not about how many calls you make, it's about the persistence or the quality or the focus that causes those clients on the other end of the line to come back. Each employee must have a sense that his individual qualities are what make the organization strong, and that he wants to achieve more for the endeavor he has set out to accomplish.

As a business owner, founder and inventor, you birth an idea you have been mulling over a long time, a "veteran idea," so to speak. It has bubbled up to a head and you feel it is ready to explode. Turning this veteran idea into a reality relates back to avoiding regret—any idea that has been bubbling beneath the surface is one that warrants action. The energy required to act is your Will. Will usually springs from passion, whether passion for the veteran idea, passion for action, even in some cases, passion to avoid regret. Passion, the feeling of imminent explosion, is what causes you to do whatever it takes to pursue, visualize and realize your veteran idea. Will is what keeps you up at night developing, organizing, contemplating, and maneuvering your move.

Passion and Will enjoy a symbiotic relationship, where the active energy of Passion relies on the dormant energy of Will. Only you have the power to drive your endeavor from nothing to something; Will is a dormant power source in us all that when applied to passion becomes the catalyst to success. When you begin to build the foundation and framework of your business or start-up, it is important to have a clear understanding of these fundamentals. As the organization of your endeavor begins to take shape, passion and Will synthesize into a model of "Will and Pay."



Let's define PAY as "Performance Accelerated Yield." Pay here is more than simply salary. For a start-up to be successful the passion of the proprietors must spread throughout the organization, encouraging people to take pride in their work and make the difference in their company. Performance isn't necessarily about how many phone calls you make, or how much overtime you clock in. It's harnessing the enthusiasm of vested employees and founders and applying it in every level of the organization. Yet it cannot be measured in monetary return; Performance Accelerated Yield is characterized in customer feedback, repeat clients, and the meta-data of customer interaction. If an employer ensures that all employees have been given a position of value within the company, then the individual "Works Inner Love Language" of the employee will fall in line with the employer's Will, and can then become "Performance Accelerated Yield."

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If you've successfully created a Will and Pay model in your business, then you're on the way to a three-pronged success: for the business, the employee, and the client. Everyone involved will feel that her passion (her WILL) has been accepted and is necessary for the organization, and collectively this becomes the company drive, the motivation for PAY. This is successful for the business because all people involved are on the same page, and successful for the employee because her worth and place in the organization is understood. It's successful for the client because when he calls, the employee will relate to him with the same air of quality that is pervasive in the organization. The client walks away feeling as if he has been respected, as if his unique needs have been met. This is "Works Inner Love Language" becoming "Performance Accelerated Yield."



i have an idea ... now what?



It is important to have a personal understanding of individual Will, and to be able to define simply what it is and what it is not. Too often we are misguided into substituting pay for PAY, but that's where the customization of our own understanding takes front stage. By allowing employees to transform their "Works Inner Love Language" into "Performance Accelerated Yield," Will becomes the catalyst for action on passion, and the Will and Pay model begins to work for you.



questions to consider

- If you were at the end of your life what would you regret not having done? What are the things you are willing to do to not have those regrets?
- What internally drives your goals?
- What externally drives your goals?
- Write and answer five questions that reflect on your Will in the past, and project the outcome of your Will in the future.
- Write five adjectives that describe your work style. How will each attribute help fuel your will?
- Where on the path to your success are you today? Where do you see yourself finishing?