

Intensity at its Best

Authored by

**Marilyn Thorpe, Business & Life Coach
NexPhase Transitions, LLC.**

Intensity without action is merely unfulfilled ambition.

Ken Blanchard defined intensity as a measure of a person's level of will and passion to do whatever it takes to get the job done successfully. I take this definition one step further and add that without action intensity is not effective. It is equivalent to having great intention minus associated activity to carry the plan to fruition. Having traveled down that road before, it is easy to recall the times when intensity was not enough. We need more to sustain us through setbacks or adversities. Here is a familiar saying which sums up the entire matter and is worthy of adaptation: "The road to hell is paved with good intentions."

Eventually we come to crossroads in our experiences where we are drained by ineffective results. It is only when we become disenchanted with the status quo and the hunger or desire within yearns for more, that we are ready to seek greater results. I call that desire the defining moment. It can occur in each of us at different times or stages of our lives.

My defining moment came one Sunday morning in November while I was reflecting on the direction of my business. Mind you, this was not a new thought, but this time there was heightened determination to make some major changes. What an awakening! I knew, for the survival of my business, it was imperative to get on track and stay the full course. No more contentment with the status quo; no more snail-like progress. In retrospect, there were some disconnects that affected both business and personal growth. What transpired that moment convinced me that this new and inspired spirit will turn things around. My moment of truth had arrived. I must not only reach my potential; I must exceed it. This intensity became the driving force to spur me to action.

God, my Heavenly Father, in His goodness and mercy, had blessed me with good health, a sound mind, abilities, gifts and talents and yet my results did not measure up. My intensity escalated several notches. I was determined more than ever to let God recreate my actions to detour me off the road of passivity onto the highway of activity. Laziness and procrastination were no longer options. I have made the decision that come what may I will produce a lucrative business God's way.

If you have intensity, but are plagued with set backs, disappointments, low motivation, or unfulfilled dreams that keep the intensity dormant, let me encourage you that it is never too late. As we approach the end of 2006, this may be the best time to get serious and take a new hard-line approach to producing amazing results.

Your defining moment can be that missing link or the first step necessary to take action. Each of us have to come to our own defining moment where we ascertain that enough is enough, and that by God's grace and power we will meet the challenge head-on; taking action worthy of success.

Two weeks ago I attended a spiritual retreat and one of the speakers admonished or should I say reminded us that despite our talents, gifts or abilities, we have a responsibility to take action and work at growing and maturing the gift or talent God gave us. It requires work and much effort to

function at your full potential regardless of your role in life. So, if you desire to cultivate your talents then it's time to start working boldly towards your mark.

Last month we talked about the **three key ingredients in setting goals**. If you didn't get that issue, please visit my website at www.coachnexpbase.com to read the article. This month I included this piece because it adds the impetus that will drive you to set and keep your goals. (Stay plugged in for forthcoming audio CDs on these and other articles.)

In the December issue of Transitions, stay tuned for the key steps in recognizing your defining moment and overcoming the barriers associated with converting ideas or dreams into reality.