

## **How Bad Do You Want It?**

“I always wanted to do that”, is a phrase that we have all shared at one time or another. Some say it, and then actually achieve what they say, while others never get off the mark. What is the deciding factor? Leverage!

Did you ever wish to fly a plane, maintain a target weight, quit smoking, start your own business, develop a business plan or become financially independent? As a personal and business leadership coach, every day I help individual and business teams gain clarity and act on the factors that will leverage their intensity toward the achievement of their most important goals.

Intensity is the primary determinant in the speed and depth of making meaningful changes in our life and business. Sometimes we have the courage to take the leap of faith ourselves and sometime we need a push. If our purpose is worthy and clear, the net will appear. It's the magic of life for those who are willing to face risk.

Intensity is most often related to undesirable, painful or negative situations. However, dissatisfaction can effectively produce the intensity and leverage necessary to generate healthy change. Intensity can also produce positive change in the form of passion, enthusiasm, joy and pleasure. Both types are equally powerful when channeled properly.

Whenever a client puts forth a potential goal, they will often hear me say, “How bad do you want it?” This simple question serves as a thermometer in diagnosing their level of true intensity. If their eyes dance, their voice contains conviction, and their energy level rises, then we have something to leverage. If not, we work to unfold their true intensity.

The secret to lifelong success is attainable by understanding, practicing and mastering the art of leveraging our purpose, values, identity and goals into successful outcomes in prosperity and adversity.

Wish it, dream it, do it, with leverage!

### **Coaching Prompts:**

- ❖ What goal am I willing to openly share verbally with others?
- ❖ Am I willing to commit this goal to a written plan and timeline?
- ❖ How bad do YOU want it?



Rick Forgay is President and CEO of Business Leadership Mastery. Applied education for Executives and Entrepreneurial leaders who want to excel at growing thriving companies in any economy. Programs includes customized corporate and small business leadership coaching, strategic summit facilitation, keynote and conference presentations. Contact Rick at 413-262-4906

***“Excel At Building Businesses Where People, Productivity and Profits Thrive In Any Economy.”***



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