

THE ULTIMATE CHALLENGE

Great leaders challenge themselves to be their best and to bring out the best in those they serve. In my executive leadership coaching process, I believe the opposite of leadership is complacency, which is second only to conformity.

In order to proactively fend off these two derailing tendencies, high performance leaders know exactly why, when and how to lay down an ultimate challenge.

Can you think of someone in your life who challenged you to be more and do more than you thought you could? Have you ever been a part of an organization or team that surpassed a challenge goal that others didn't believe was possible? When was the last time you laid down an ultimate challenge goal to yourself or those you lead?

Hopefully these questions awoke a sleeping giant within you. If so, here are the three secret ingredients to laying down an ultimate challenge goal.

1. *Clarity of purpose.*
2. *Commitment to the goal.*
3. *Trust in the plan and process.*

Clarity of purpose regarding your ultimate challenge should clearly answer the question, "Why?" Commitment to the goal should answer the question, "What?" Trusting the plan and process should answer the question, "When?"

To consistently achieve ultimate challenges requires a compelling answer to each of the above questions. It also requires the courage to communicate the challenge openly with confidence and conviction.

Oh yes, leaders who lay down ultimate challenges can expect "nay sayers" to come out of the wood work at the start. With the right mindset, these non-believers's can actually provide the fuel to supercharge your will to succeed.

Coaching Prompts:

- What ultimate challenge are you willing to lie down for yourself?
- What ultimate challenge are you willing to lay down for your organization?
- When will you start?



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