

Learning To Soar In A Changing World

By David McNally
Keynote Speaker, 66th Annual MGCSA Turf Conference

(Ed. Note: David McNally, author of the best-selling book, *Even Eagles Need A Push*, will be the keynote speaker at 1 p.m., Wednesday, November 17, at the 66th annual MGCSA Turf Conference at the Minneapolis Convention Center. McNally's film, *Power of Purpose*, won the Award of Excellence from the Film Advisory Board in Los Angeles.

Nationally recognized as an outstanding speaker, McNally will provide inspiring, yet practical formulas for achieving goals and maximizing their value.

McNally also is the author of the accompanying article, *Learning to Soar in a World of Change*.)

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Woody Allen once said, "I don't want to achieve immortality through my work—I want to achieve it through not dying."

Immortality aside, for most of us work is essential and the uncertainty of recent times has helped us appreciate that work is a precious opportunity.

Do we fully understand, however, what the *future* will demand of us? The new world order *is* happening. Boundaries, borders and businesses are on the move, making fundamental shifts from which there is no turning back.

To compete effectively in what is now a truly global economy, organizations—large and small—are rapidly restructuring themselves in order to become more agile, creative and responsive to growing customer expectations.

To succeed, they need people who are committed to achieving high levels of performance in a marketplace, which insists on superior quality products and services being delivered better and faster.

For many of us, this will require developing a whole new set of skills, attitudes and behaviors. I call this *personal re-structuring*.

We will be asked to anticipate, initiate, collaborate, negotiate and innovate. As team members we will be held totally responsible and fully accountable for the quality of our work. In short, we will be measured by the substance of our contribution.

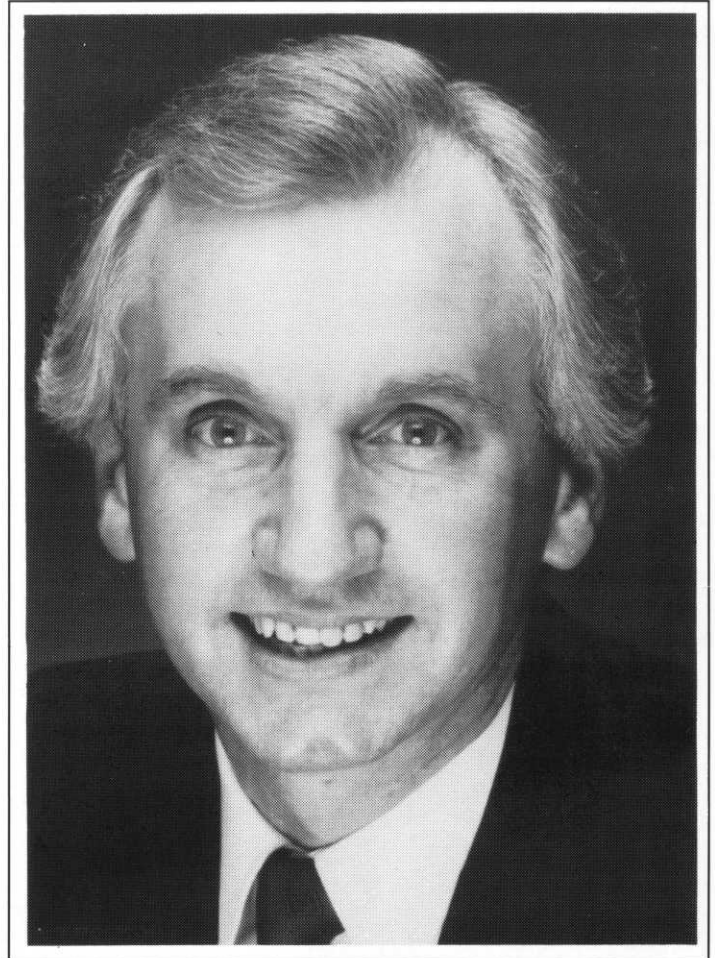
It will be an exciting ride for those who are willing to adapt, to change, to learn and to grow.

Where do we begin, however?

In the rest of this article, we will explore five questions which, when answered, will be the foundation upon which to build the confidence, and belief, that you will not only survive, but thrive, in this new world of work.

Do you recognize your gifts, talents, skills and abilities?

Publisher Malcolm Forbes once said that "too many



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people overvalue what they are not and undervalue what they are."

What might you have undervalued or overvalued? You have natural gifts and talents. You have acquired knowledge and developed skills. You have a personality and an intellect that has evolved and matured. Put all these attributes together and you have someone who is quite different and special.

Consider now the events of your life, for within them are the lessons and the wisdom, the tools, with which to shape *your* future. Successful people believe that life is a never ending education. In other words, when you're green you grow, and when you're ripe you rot.

If you've made mistakes, it doesn't matter. Failure doesn't matter. All that matters is that you learned and grew as a result of those experiences.

Thriving in the new world of work begins with identify-

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ing every asset you have going for you.

Do you have a vision in your life?

When you have a vision in your life, you look to the future with positive anticipation rather than nervous apprehension. It is a bold declaration that you are taking charge and being responsible for your life.

Having a vision, however, takes courage for the fear of failure prevents many people from embracing the future, no matter how exciting its promise.

A clear vision, propelled by enthusiasm, is the genesis of all accomplishment. It is a key characteristic of those who succeed because they chart the course of their own futures.

Aristotle said: "The soul never thinks without a picture."

Do you have a purpose for your life?

In most cultures winning is important. Winning an Olympic medal is a proud moment for both athlete and country. In the game of life, however, what determines whether we are spectators or winners?

Dr. Charles Garfield, author of *Peak Performers*, provides insight. He says: "Winners are people who are committed to a compelling mission. It is very clear that they care deeply about what they do and their efforts, energies and enthusiasm are traceable back to that particular mission."

Having a mission—a sense of purpose—motivates, inspires and gives direction to our lives. It helps us understand that we bring something to the world that no one else can offer.

The social philosopher, Marshall McLuhan, suggested that on Spaceship Earth, there are no passengers, only crew. The acceptance of our status as crew is demonstrated through the quality of our work and the quality of our lives. Is there a more worthy purpose?

Is there something in my life to which I am totally committed?

Commitment is the mental resolve never to give up, and commitment is determined more by your attitude than anything else.

Your attitude is the way you think about your life. It is your approach to and perspective on life. It influences your actions and reactions. It affects your relationships with others and your relationship to yourself. Whether you are full of possibilities or limitations is reflected in your attitude.

Author Dick Leider, an expert on career and life planning, says a major problem facing workers today is not "burn-out" but "rust-out."

Why does this occur? A primary reason is an attitude of wanting to avoid risk.

Success in life and avoiding risk are mutually exclusive. The game of life is meant to be played. All active par-

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New Edition of a Classic Turf Diseases Book Has Been Published

Completely revised and updated, *Management of Turfgrass Diseases, 2nd Edition*, by Dr. Joe Vargas, Jr., Michigan State University, is now off the press. An international lecturer, instructor and consultant, Vargas provides the latest information on maintaining healthy turf and identifying turf diseases.

Management of Turfgrass Diseases, 2nd Edition covers cultural, genetic, biological and chemical approaches to turf management, and also provides practical solutions to everyday problems. Fungal, bacterial and viral diseases; black layer disease and diseases caused by nematodes are addressed for all major grasses. The book covers cool and warm season grasses, growing conditions, new diseases and symptoms. In addition, the book covers identification and integrated disease management techniques.

Utilizing over 70 4-color photographs and more than 100 black & white photographs, *Management of Turfgrass Diseases, 2nd Edition* provides valuable tips on irrigation, fertilization and grass culture. The book uses both standard and metric units throughout, and contains an extensive glossary.

The book is a valuable reference for golf course superintendents, lawn care managers, lawn spray applicators and landscape managers, as well as serving as a textbook for all turf programs.

Management of Turfgrass Diseases, 2nd Edition is available for \$59.95 from Lewis Publishers, 121 South Main Street, P.O. Box 519, Chelsea, MI, 48118, 800-272-7737 (within the continental U.S.) or 407-994-0555 (outside the continental U.S.).

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ticipants win, for ultimately the score is unimportant. It is the level of commitment that counts.

Do you understand the principle of contribution?

The principle of contribution suggests that we cannot demand more out of life than we are willing to give. In other words, our rewards will match our service.

Clearly, what distinguishes successful people is that they are contributors. Their achievements, their happiness is founded on the belief that the purpose of life is to grow and contribute.

In the new world of work, the primary concern of employers is the *substance* of an individual's contribution. How do you use your gifts, talents, skills and abilities to solve problems and meet needs?

Right now you are where you are because of the special contribution you make to the organization you serve. You will be, however, where you will be because of your willingness to adapt, to change, to learn and to grow.



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