



# Sightings

A publication of



The Longview Group, LLC

INSIGHTS...IN SIGHT

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## UPCOMING SEMINARS

Attend just one day or both!

DAY 1 - A/E/C Essentials: An Introduction to the Design and Construction Industry  
DAY 2 - Powerful Persuasive Proposals

Washington, DC  
August 23 & 24, 2007

San Francisco, CA  
October 18 & 19, 2007

Charlotte, NC  
November 15 & 16, 2007

Saint Louis, MO  
December 6 & 7, 2007

Additional dates available in 2008.  
For full details, go to:  
[www.longview-group.com/seminars.html](http://www.longview-group.com/seminars.html)

## Sightings on holiday

Look for the next issue of Sightings in September.

An August issue will not be sent.

# Being Great

by: Dennis Schrag



In our own way, we each aspire to be great. Marketing and sales professionals and executive leaders tend to thrive on competitive pressures. They seek greatness in some form. How do people become great?

Greatness is a "relative" quality. One of my favorite radio stations plays Rock and Roll's "greatest" hits. But there are recordings of Baltic Folk Song's greatest hits, too. Being great is relative to the sandbox you are playing in.

### Mighty by Sacrifice

Rudyard Kipling said that great people are "Humble because of knowledge; mighty by sacrifice."

That quote connects with recent research in the area of personal greatness. The researchers are British-based Michael J. Howe, Jane W. Davison and John A. Sluboda. In an article in Fortune on Line/CNN Money called "What it Takes to be Great" (October 19, 2006) the concept of natural talent that leads to greatness is discussed.

Research indicates that targeted natural gifts don't exist. People are not born to be CEOs, superlative sellers or exceptional marketers. People achieve greatness through an enormous amount of - drum roll please - hard work over many years.

Look at Warren Buffett, one of the greatest investors in the world. Ask him. He will tell you he is very, very disciplined and spends a massive amount of time studying financial statements. He also surrounds himself with a few others who share the same qualities - longevity in the field, passion, and dedication. They coach each other.

### Common Elements of Greatness

People don't learn much by making the same mistakes over and over. K. Anders Ericsson of Florida State University says

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that great people in any field have some common factors:

- **Hard work** - there is no evidence that higher performance comes without experience. Researches say it takes at least 10 years intensive experience to be great in a discipline.

- **Practice** - ...but the experience has to include “deliberate practice.” Deliberate practice means the expert has ever increasing goals. These greats seek critical analysis on what they do and how they do it. They use coaches and seek feedback. Tiger Wood has reinvented parts of his game several times. Each time he changed his win record dropped. However, as he practiced and internalized the coaching feedback on the changes, he progressed to greatness.



### ABOUT GROWING OLDER...

#### First

Eventually you will reach a point when you stop lying about your age and start bragging about it.

#### Second

The older we get, the fewer things seem worth waiting in line for.

### The Great Practice Deliberately

Winston Churchill, one of the world great orators, practiced intensely before each speech.

Michael Jordon is known for the hours of additional practice he put in over and above his team’s grueling practice schedule. (He was cut from his high school team.)

Tiger Wood started playing golf at age 18 months. By the time he won the US Amateur Open at age 18, he had over 15 years of guided exercise and preparation.

### Want to be great?

- Work at it.
- Set tough goals for yourself.
- Examine what you do and how you do it.
- Get a coach who will provide expert feedback and encouragement.
- Instead of just trying to “get it done” you must want to “get it done better.”

Adopt this mindset. And then rehearse. As is so much of life, execution is critical. Nike is right--- just do it.

How do you get to Carnegie Hall? Practice. Practice. Practice.

## Will Rogers on Growing Old

#### Third

Some people try to turn back their odometers. Not me, I want people to know "why" I look this way. I've traveled a long way and some of the roads weren't paved.

#### Fourth

When you are dissatisfied and would like to go back to youth, think of Algebra.

#### Fifth

You know you are getting old when everything either dries up or leaks.

#### Sixth

I don't know how I got over the hill without getting to the top.

#### Seventh

One of the many things no one tells you about aging is that it is such a nice change from being young.

#### Eighth

One must wait until evening to see how splendid the day has been.

#### Ninth

Being young is beautiful, but being old is comfortable.

#### Tenth

Long ago when men cursed and beat the ground with sticks, it was called witchcraft. Today it's called golf.

#### And finally...

If you don't learn to laugh at trouble, you won't have anything to laugh at when you are old.

### WHAT IS THE LONGVIEW GROUP, LLC?

Seeking more efficiency and effectiveness in your professional service business? The Longview Group, LLC provides you INSIGHTS through training, on-the-job coaching, expert counsel, and extra-hands services.



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