

CHRISTINE MATZEN

# LEADER

THE **JOURNEY** TO  
BECOME THE **FORCE**  
YOUR **BUSINESS**  
**NEEDS TO WIN**

LEADERS WORTH FOLLOWING



# DEFINE YOURSELF DAILY



**This practice will empower you to reach for your dreams. You will know who you are and what you stand for, no longer held by the comparisons and distractions that keep you from reaching your goals.**

**Let's get started building the components of the practice.**

## Personal Statement

Leadership is fraught with challenges from simple to complex. Through all of this, knowing who you are is critically important. You need to develop a personal statement or philosophy. This statement is a truth about who you are and your personal purpose in life.

How you meet these challenges will determine your strength as a leader. There is nothing better than knowing who you are when the rubber meets the road. Being excited and motivated is easy when situations are going well and you are successful. When times become difficult, however, having your personal statement to drive you forward will keep you strong and grounded as a leader.

To develop the personal statement, let's consider your best attributes. What makes you exceptional? This is a highly individualized process, so your personal statement should be unique to you. Are you a kind and creative person? Are you highly organized with massive internal strength? Take the time to write down your top attributes. Don't overthink. Just let the words flow with whatever comes to your mind.

Once you have a page of attributes, let's talk about your personal purpose or philosophy in life. Are you interested in changing an area in someone's life? Do you wish to make the world beautiful through art? Maybe you want to help children.

Your personal purpose is your driver in life. This is something that is important to you on a level that you are willing to

sacrifice for. A true purpose in life will keep you driven long after motivation fades. Emotional grit is founded in your personal statement and purpose.

Now that you have your attributes and personal purpose written out, craft one or two sentences using this information. Keep it concise and simple—something that you will remember and can think of when situations get tough. This statement should be completely unique to you. In fact, it doesn't need to make sense to anyone but you. This is completely for your own personal use.

If you realize the importance of this exercise and give it the attention it deserves, your personal statement will become at times a compass steering you toward land. Other times it will give you strength when you thought you had none left, and every day it should serve as inspiration to keep moving forward.

I have learned through time that if you do not define yourself and hold on to that through hard times, other people will seek to define you instead. Being defined by others is the antithesis of leadership.

## Competition

Now that you have your personal statement prepared, the time has come to meet the true competition in your life. Go ahead. Stand in front of the mirror and say hello. That's right. The true and only competition for your life and leadership position

is you. There is no other equally matched opponent than yourself. The work is in striving to improve yourself—that person in the mirror—every day. To work hard and show up for yourself even when it feels impossible or overwhelming.

Comparison runs rampant today thanks to the ever-increasing reach of social media. The constant fear of missing out can put leaders in awkward situations. Too often they make bad decisions trying to keep up with the fake facade they see reflected around them. This can be detrimental not only in your personal life but in your business life as well.

No one else on earth has the same strengths or challenges in life. No one has the same daily circumstances that you have. The idea that you can compare yourself to someone with a totally different life and expect some sort of true comparison is a misnomer. You are your perfect competitor. You alone have the exact same set of circumstances and attributes.

Start your day with the intent of working hard and improving yourself. Do not let others feel like competition; be happy for the success of others. Be grateful for the competitor in yourself and work to achieve your goals daily by showing gratitude for the wins and challenging opportunities that you face.

Shine the light of focus onto yourself and dim the light on others. You have incredible capabilities within yourself. When you decide and make the steps toward your goals, appreciable achievement will happen for you. You will no longer feel that

fear of missing out and comparison in those that you see. Your light will shine bright, and you will push harder for yourself as the competitor daily.

## Code for Life

Many people find themselves susceptible to the peer pressure and persuasion of others because they lack a defined code for life. As our culture and households have changed, this tenet seems to have gotten lost in the shuffle, and these principles seem to not be as readily defined in our lives.

Know what you stand for and what is in alignment with your personal statement and code for life because this will keep you making sound, consistent decisions for your life.

Take the time to write out your code for life. Think through what you stand for and what you would be willing to defend and make sacrifices for. In leadership, you will be faced with making decisions that will not please everyone. Have a strong code that you live by that will inspire and give confidence to those around you.

You will build confidence in your decisions and be willing to defend them when you have a strong personal foundation. You will never please everyone, as you know, and the more that you try will degrade your foundation if you make concessions that do not align with your code for life. Have a clear code for life that you believe in which will give you the resolve and conviction to stand up when the situation requires you to be strong.

## Vision

Let's not leave our lives to chance. Let's take personal responsibility for setting the course and making the corrections as they become available.

You would never set sail on an ocean adventure without setting a trajectory and plotting a course. Why would you expect that in life you will end up where you want to be if you are not correcting course every time the wind changes or there are rough seas? Having a defined trajectory will inform all of the decisions that you make. Where you set your focus will determine where you end up in the long run.

What do you want in your personal life? Do you have a family already? Do you want a family in the future? What is important to you? Do you want to travel? Maybe you enjoy sports or other outdoor activities. Really take the time to think about what's on your bucket list.

If you have a family or spouse, I encourage you to work together on this vision. Make sure to include all the members of your family. When times get tough, you can all lean in toward your shared vision. You can make sure that your time together as a family is built on quality by forming a closer bond.

Dream big. This is your chance to imagine the possibilities that you want to incorporate into the story of your life. This world is full of many amazing opportunities and beautiful monuments all around the globe to see. Gorgeous mountains

and ice blue oceans. The possibilities for your life are boundless when you set your vision.

With your work vision, consider what will make you feel successful. What will let you feel that you have met your goal? Take the time to consider your ability to help others. The ability to grow your business. Maybe you have a specific financial goal. How do you feel when you visualize meeting this mark?

Now that your vision is clear in your mind, think about how the person you want to become feels. Maybe you feel happy, loved, powerful. Take the time to consider the person you want to become—how you feel and how you act.

Create a vision for your life and find your true north. Your vision is your direction for your life and includes all aspects of your personal and professional life. Your vision will allow you to become focused and to feel the sense of achievement as your life begins to match your vision. Know where you want to go and align your daily life actions with the vision that decreases fear of missing out.

You can use many different techniques to create your vision. You could make a vision board, a written list, a sketched picture, or a mental visualization. You should choose the type of vision that you are drawn to that feels the most real and tangible.

## Vision of Consequence

Leaders must make deliberate choices with time management and focus if we want to accomplish our vision in life.



When situations arise where you find yourself having a difficult time staying disciplined and avoiding distractions, having a negative vision is an effective tool. A vision of what your life will be if you fail to stay disciplined in aligning your daily actions to your goals. You can use this vision of consequence to ask yourself if the hour of video games or social media is worth it. Will the lack of progress that may become your life if you do not remain disciplined be worth the reward of wasting time? Far too often in life we think it's just an hour of social media or video games.

Everyone thinks that just having a positive vision is enough to keep you on track. I believe that the vision of consequence for your behavior can be an effective tool to keep meeting your true competitor daily. Definite consequences exist for every decision that you make in life. Although the occasional drift from your schedule may not be that big of a deal, certainly a routine distraction can derail your goals. A vastly real reminder of what the consequence will be for those distractions is important to have to keep you moving forward in a world that is filled with distraction.

Don't be afraid to use this tool when you find yourself drifting off course. Let your emotions really feel the pain of what it will mean to you for this to be your life reality. Determine whether whatever is pulling you away from being disciplined and completing your task is really worth the consequence. Don't wake up a year later to find yourself standing

still and trying to figure out where all of the precious time of that year went.

## DEFINE YOURSELF DAILY PRACTICE

- Every morning take five minutes to review your personal statement, code for life, and vision. Meet your competitor in the mirror and push towards your goals. Enjoy the contentment and accomplishment that this practice will give you in your daily life.
- Use the vision of consequence anytime you need to keep yourself on track and fight the all too convenient distractions that could derail you from your dreams.
- Define yourself daily and be the leader worth following.



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*Excerpted from:*

## L E A D E R

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## ABOUT THE AUTHOR

Christine Matzen is a medic at heart and worked in Emergency Medical Services for seventeen years in California, where she developed strong instincts and leadership skills as a paramedic. Working in such a fast-paced, high-stakes career gave her a deep intuition and respect for people.

She continued her education in business marketing and obtained her master's degree in leadership and management from Western Governors University. She is committed to helping people become leaders worth following. Her passion is helping leaders develop the skills and mindset that inspire people and cultivate true followers. She believes that leadership begins at every level and is the tone of an organization, home, and everyday life.

Christine is a wife and mother striving for excellence and learning as she goes. She lives in Texas with her family.