



## Don't! is a powerful word

I am a big fan of coaching. I suppose that had better be true, since I am one! I just spent two days on retreat with my coach and her “dream team”, and came away with truths that apply across the board to firm leaders:

- Don't fly by the seat of your pants! Know where your revenues, profits and costs are coming from. Manage them.
- Don't do what you've always done. Nothing is staying the same. Our clients have new needs; our businesses have new needs; we have new needs. Opportunities abound in this environment!
- Don't keep going without a plan. Start with your desired 3-year vision, and work backwards to your 1-year vision, and 90-day vision.
- Don't waste plateaus. As you move toward reaching your goals, you will reach plateaus where you need to test, recalibrate and celebrate.
- Don't forget to celebrate! We are all driven by seeing what is left to do instead of what we have accomplished. We need to celebrate – your staff needs to celebrate!
- Don't sell yourself out. Be true to your personal and professional passions. They are your gifts; they are what you need to contribute to the world; they are what will enable you to leave a legacy.
- Don't be afraid of valleys. You need them to grow – as a person and as a firm.
- Don't go it alone. You need a community of peers and mentors to support you and guide you. Begin building your community immediately and actively participate in it.