



# LIZ PLASTER

## POTENTIAL: POWERED BY YOU!

*"It is not only what we do, but also what we do not do,  
for which we are accountable."  
- Moliere*

Depending on your current state of mind, the word **potential** can inspire, energize or even frighten. Potential comes from the root words "potency" and "potent" describing the power, strength and possibilities that come from using your natural abilities. Understanding and knowing your true potential - and developing the skills and relationships to engage it - **changes your life.**



By defining your work, relationships and body potential, you gain incredible insight into how to make wiser and more empathic choices - choices that enable you to live a more authentic, satisfying and successful life.

Everyone has potential whether they know what it is or not. I suspect that everyone has so much potential that it far exceeds what one can do in a lifetime. But are we really fully engaged and living in that potential? Full

engagement means physically energized, emotionally connected, mentally focused and spiritually aligned. It means that we have ignited our potential and have more of the focus, consistency, momentum and results we desire. We are no longer on autopilot; we are living our life **on purpose.**

The result of the under-utilization of our potential can be disengagement. The cost of disengagement in the U.S. alone is staggering. Results of *Gallop Management Journal's* 2006 Q2 survey found that of all U.S. workers age 18 or older, about 20.6 million - or roughly 17% - are actively disengaged (undermining) and another 54% are "checked out." Only 29% are actively engaged. **Gallup estimates that the lower productivity of actively disengaged workers has cost the U. S. economy an average of \$328 billion per year.** (Source: <http://gmj.gallup.com/content/24880/Gallup-Study-Engaged-Employees-Inspire-Company.aspx>)

According to the Gallup survey results, "Engaged employees are more productive, profitable, safer, create stronger customer relationships, and stay longer with their company than less engaged employees. This latest research indicates that workplace engagement is also a powerful factor in catalyzing 'outside-the-box' thinking to improve management and business processes as well as customer service."

The point of the survey is that disengagement is killing our companies and negatively impacting our economy. Individuals are on autopilot or worse. This same data indicates that organizational climate and leadership can directly impact the level of employee engagement. Yet, despite everything, 29% remain actively engaged. Why is this true? What else is there?



I propose that the remaining 29% have accepted 100% responsibility for their choices. They have developed the knowledge, skills and relationships that allow them to maximize their potential and identify their strengths and challenges. They know how they are showing up and what motivates them. They have learned how to transform an ordinary job into work they can excel at. This is strength of engagement powered by potential.

It is abundantly clear that achievement, success and accomplishment do not occur by accident, genetics or position. It occurs because the individual or team has decoded the path that has allowed them to realize their potential.

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*The life of every man is a diary in which he means to write one story, and writes another; and his humblest hour is when he compares the volume as it is with what he vowed to make it.*

*- James M. Barrie*