

The Great American Dream Challenge – Part II

By Marcia Wieder

In a world filled with increasing uncertainty and challenges, many people choose the easy way out, escaping into a fantasy world of avoidance and lackluster existence. Some lose hope and faith and the thought of dreaming can seem frivolous. Others get so mired in reality that they can't recall what their dreams are. Then there are those who choose a better life and know their dreams are essential. The Great American Dream Challenge is an invitation for you to dream again. Whether your dream is for a new home, job or president, this is your opportunity to stop, focus on something that matters to you, and most importantly, to take action.

What To Do

Between now and Sept. 11, set a goal to begin or complete a dream that's important to you. Studies show that people who share their dreams are more successful in achieving them. To set yourself up for success, go to www.mydreamcoach.com where you can post your dream with a "To Do" item you will complete this week. In doing so, you will automatically be entered into a drawing to win a set of my book and tapes, "Making Your Dreams Come True."

On Sept. 11, members of My Dream Circle (a community committed to helping others succeed) will meet in San Francisco to demonstrate that we're still a nation that has the courage to pursue our dreams. Following is a sampling of some dreams.

Organizations With Dreams

On target to raise over \$100 million dollars, the International Museum of Women will be the first in the world to exhibit the global history of women. Inherent in their mission is to generate discussion on contemporary gender issues, while serving as a catalyst for positive change. They dream of a permanent home on Pier 26 in San Francisco, and in their first year, have secured more than \$6 million in pledges and developed alliances with over 200 international organizations. For more info go to: www.imow.org

Amilya Antonetti, President of Soapworks had a life-or-death dream. Her newborn almost died until she made the connection between a cabinet full of common household cleaners and his health. She asked her grandmother how women cleaned their homes before synthetic-based detergents were mass produced. With the answer, she founded her revolutionary company, Soapworks, an eco-friendly company developing healthy, certified hypo-allergenic products that benefit people and the planet.

The California Maritime Academy along with Gary Ryan Blair, "The Goals Guy," has created a leadership development program called "Got Goals?" which will be taught to this year's incoming student class. Randy Tarkington, Director of Campus Life said, "Students will learn goal-setting as a life time skill, which will position them for career opportunities. Our students are the most focused I have seen in my 20 years in education, and this will allow them to improve that focus and perform at an even higher level."

Individuals With Dreams

Lance Armstrong personified a great American dreamer this week as he raced down the Champs-Élysées in the bright yellow winner's jersey, the first six-time Tour de France winner. A genuine hero,

he founded The Lance Armstrong Foundation, sharing his creeds of "knowledge is power" and "attitude is everything" with cancer patients and their families. As a tribute to his cause, yellow LiveStrong wristbands are being



sold in an effort to raise \$5,000,000.

Stephen Shapiro made a dream come true by spending four months driving 12,000 miles across the United States to interview over 150 people ranging from the CIO of Intel to a Hollywood producer and a professional gambler. Stephen believes that "Goal-Free Living" (the title of his new book) is the secret of creating a passion-filled life. This means being alive in the present moment and creating endlessly evolving possibilities for the future.

Serenella Leoni's dream was to lead intimate tours in her enchanting, native Tuscany, the heartland of romance and charm. When she went there to research and organize her first one, doors magically opened as friends and relatives got on board to help. She made her dream come true and her last tour garnered rave reviews. This is now her new business.

Other Dreamers Including You

Lauren Voshell dreams of being in the Olympics in the equestrian events and is seeking a sponsor to help fund her training. Akasha Halsey is producing a one-woman play to showcase being a sassy woman. Melinie diLuck owns Happy Tails Pet Sanctuary and wants to add an adoption center. This week she signed the lease.

The accomplishments continue and take many forms, as you'll read in Part III. Join these folks and many other everyday people who are realizing their dreams. I invite you to participate in the Great American Dream Challenge, taking advantage of this opportunity to pursue your dreams today, sooner rather than later.

America's Dream Coach, Marcia Wieder is an internationally recognized speaker and best-selling author. For more info or to join her community of dreamers go to: www.mydreamcoach.com.

WHAT WORKS

By Marty Nemko

My New-Client Questionnaire

Most of my clients find my new-client questionnaire very helpful. Here's the guts of it.

Your Interests

What subject do you most enjoy talking about?

If I looked around your room, what clue might I derive about your interests?

What's an unusual, even weird, interest(s) of yours?

At work, what do you enjoyably spend a lot of time on?

Outside of work, what do you enjoyably spend a lot of productive time on?

What items do you save?

What was your favorite subject in school?

Your Abilities

Which one or two of these are you: a) a word person b) a math / science person c) a people person d) an artistic person e) a fix-it, build-it person f) a paperwork, details person

What type of problems at work do you solve well?

What type of problems at home do you solve well?

What have people complimented you on?

What do you have a knack for?

What do you find easy that many

people find hard?

What task(s) has brought you the most success?

What's an unusual ability of yours?

List your life's three favorite completed projects or accomplishments. Not only did they turn out well, you enjoyed the process of completing the work. If you can't think of three from adulthood, go back as far as you want.

Do you know a wealthy, well-connected, eminent or highly skilled person who could open an interesting career door for you? (If your answer is no, consider putting yourself in environments where you're likely to meet them. For example, volunteer to serve on a nonprofit board, join a sailing or flying enthusiast's club, write an article in which you interview experts.)

What You Value

If you didn't care what anyone thought, what is your most deeply held aspiration? In what way does your behavior

not match your true values?

What are the non-negotiables in your next job?

Where do you picture yourself working: an office, at home, outdoors, a school?

How many hours a week is the most you're willing to work?

What is the longest commute you would accept?

Must your work "make the world a better place"?

How pleasant must your work environment be?

Is there a product or service that makes you so unhappy you'd like to do something about it?

Is there an aspect of society that makes you so unhappy you'd like to do something about it?

What's an unusual, even weird, value(s) you hold?

Write a paragraph describing what you'd like your life to be like five years from now.

Your psychological issues

Right before you go to sleep and right when you wake in the morning, is there one topic you think about more than others?

What's something you're afraid to admit, even to yourself?

What's your fatal flaw?

What do you want? What do you really want? What keeps you from getting it?

Here's how you can use your answers to generate on-target career ideas. First, simply look at your answers. Show them to trusted friends. Do any careers come to mind?

If that doesn't work well enough, go to www.online.onetcenter.org and click on "skills search." Based on your answers to the above questions, check off the skills you want to use in your career, and in seconds, you'll have a list of possibly well-suited careers.

Another approach: Browse a career library's shelves and on-target books' tables of contents.

Pick careers that, based on your answers, seem well-suited. Two books that profile lots of careers: The "Occupational Outlook Handbook" contains authoritative but dry information on hundreds of popular careers, and my less dry but less authoritative "Cool Careers for Dummies," which contains one-paragraph descriptions of 500 careers, including many under-the-radar employment and self-employment options.

A cautionary note: The above process often generates the desire to pursue a highly competitive career, such as one in the arts, media, biotech, fashion, etc. If so, you must ask yourself, being brutally honest, "How likely is it that I'm talented and driven enough to succeed in such a competitive field?"

Career coach Dr. Nemko's radio show airs Sundays 11 a.m. to noon Pacific time on KALW 91.7 FM or worldwide on www.martynemko.com. That site also contains 400-plus of his published writings. The Reader's Choice poll rated his book, Cool Careers for Dummies, the No. 1 most useful career guide.