



Developing the Mindset to Navigate Life's Turns



The Mindset of Reality



Discovering the Three Sides to the Story

Mirrors Never Lie

In Disney's 1937 film "Snow White and the Seven Dwarfs," the evil stepmother posed the question, "Mirror, mirror, on the wall, who in this realm is the fairest of them all?" The mirror would regularly answer, "You, my queen, are the most fair of all." With this reply, the stepmother was happy because she knew the mirror never lied.

Reality is the difference between what we wish and what is.

Then one day, when Snow White was seven years old, the mirror had to fess up: "You, my queen, may have a beauty quite rare, but Snow White is a thousand times more fair." At that moment, the stepmother received a painful reality check -- that is, the difference between what she wished and what was. Some would argue that what we wish for is defined as optimism and that without it we lose our ability to positively impact an outcome. I've learned, however, that it's not wise to let optimism alone influence goals.

Hope Is Not a Strategy

I'm an upbeat person who encourages others to be positive and never give up hope. According to my family, friends and employees, I'm also unrealistic. Basing my business strategies on hope is short-sighted and potentially ill-fated. My long-term strategic plan needs to be more

grounded so my leadership team can determine an ambitious, yet plausible direction.

Before making changes and charting a new direction, be cautious and defensive.

It's been hard work, but I've broken some bad habits. I'm more practiced now at realistic thinking and have trained myself to view every situation in a more well-rounded manner. Successful people tend to think positively and creatively, but may fail to see problems rationally or from a negative perspective. When this occurs, they can miscalculate the opposition and fail to prepare necessary alternate plans. Before making changes and charting a new direction, move cautiously and defensively. Determining the weak and strong points sanctions you to eliminate, alter or prepare contingencies. In my own pursuits, I've grown so accustomed to thinking positively and forging right on ahead that I'm often blind to potential pitfalls, leaving me under-prepared for complications.

It isn't in your best interest when natural optimism drives a financial plan.

I have much to learn. My wife, Diane -- a logical, realistic thinker -- reminded me of that recently. At our annual meeting for Steve Gilliland, Inc., we discussed the forecast and budget for the impending year. Centered on the launch of a new division of our company, I believed we would rapidly outgrow our current office space; therefore, we needed to adopt a more aggressive budget to expand our square footage. Our CFO (Diane), however, disagreed. It isn't in your best interest when natural optimism drives a financial plan, she proposed. She wanted a realistic revenue forecast for the new company and insisted that a 10-year commitment to office space needed to be based on projected revenue, marketing expenses and staffing. Nothing can dampen pie-in-the-sky enthusiasm like details, but she was absolutely right. We discussed worst-case scenarios and all agreed that we needed to postpone office expansion for the next two years. Because of Diane's savvy and ability to bring me back to earth, our company remains financially sound.

Stick With the Truth

Winston Churchill said, "Men stumble over the truth, but most pick themselves up and hurry off as if nothing has happened." To develop the mindset of reality, get comfortable with the truth and face up to it. It doesn't matter how sound your thinking is if it's based on assumption. Reality can't be found in the absence of facts or in the presence of poor information. Nothing beats fully examining the pros and cons before plunging ahead.

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The late Paul Harvey would always say, "And now the rest of the story." He would recount a remarkable story and then, just when you were enthralled, add a slant to it you never saw coming -- a whole different perspective that made you think twice about what you'd just heard. It's a popular notion that there are two sides to every story. I would argue there are actually three: the way you see it, the way someone else sees it, and the way it really is. Finding reality means pursuing the truth and admitting to your deficiencies.

The truth may set you free, but first it will make you angry.

If you haven't developed a mindset of reality, maybe you need a robust prescription of the truth. Ask your best friend, spouse, coworker, neighbor and children to write down your three greatest strengths and weaknesses. Don't defend yourself. Just pay attention. You are only allowed to ask questions that help you understand their choices. The truth may set you free, but first it will make you angry.

Spend a day examining yourself in light of what you've learned: "Mirror, mirror, on the wall, is this really me?" Face the truth and discover the three sides to your story.

UP NEXT...

The Mindset of Resourcefulness

Dismissing the Self-Imposed Limitations

A graphic titled "EVENT SPOTLIGHT" with a black background and red spotlights. The text describes a keynote by Steve Gilliland at the MTI Annual Trade Show and Conference in Nashville, TN, on October 7, 2014. The MTI logo is prominently displayed in the center, featuring a yellow diamond shape and the letters "MTI" in blue, with "SINCE 1933" below it. A quote from Tom Morrison, CEO of MTI Management, is at the bottom.

EVENT SPOTLIGHT

On October 7, 2014, Steve delivered one of his signature keynotes, **Enjoy The Ride**, to over 1,000 Executives and Sales People from the Heat Treating Industry at the Metal Treating Institute Annual Trade Show and Conference in Nashville, TN.

MTI
SINCE 1933

"Steve was off the charts, and everyone raved about him! They loved him. Would recommend him to any group."
— **Tom Morrison, CEO, MTI Management**

Ovations...



October 20, 2014

Dear Steve,

On behalf of American Senior Communities, I'd like to thank you for speaking at our 14th annual Awards Dinner earlier this month. As I told you when I first spoke with you over the phone, we are always comparing our speakers to the late, Keith Herrell, who we still talk about. After hearing you speak, we finally have found someone who we can say was as great as Keith was. Now when choosing our speakers we will compare them to you.

I received so many positive remarks regarding you. One person told me that "the speaker was amazing. The things he talked about were things that anyone could relate to in their everyday life". Several people told me they went home and talked to their spouse about you or while driving home thought about how **they** could make a difference in just one person's life. Several employees even told me that they went home and purchased your book on-line right away or that they're looking forward to purchasing it. One employee sent me an email stating that, "Mr. Gilliland drew me in immediately and was so captivating in his stories! I loved that he put humor in his speech and that he can make you laugh and cry". Another email stated, "Steve was incredibly funny yet had a message that was relevant! There are many days where people get caught up in the day-to-day and don't laugh/smile enough. His message and humor was exactly what was needed". Another person told me that your message-to-humor ratio was perfect. Yet another employee sent me an email stating that you were "an inspiring speaker! I loved his approach and the motivation to not allow others to ruin your day! I always say...it is your choice how you wake up and how you look at the day ahead. I loved his message"!

So in summary; you totally "made a difference" in many people's life that night. But I'm sure you could tell that by the standing ovation you received at the end.

Once again, thank you for helping to make our awards dinner special. I'm sure our Quest for Excellence winners all appreciated the signed copy of your book. It was the icing on the cake.

Sincerely,

A handwritten signature in blue ink that reads "Jean Mellina".

Jean Mellina
Office Manager
American Senior Communities

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LOOKING AHEAD...

Steve's November 2014 Schedule

Nov. 1	Perrysburg, OH
Nov. 7	Pittsburgh, PA
Nov. 8	Tempe, AZ
Nov. 9	Kansas City, MO
Nov. 11	Winston-Salem, NC
Nov. 13	Oak Brook, IL
Nov. 14	Alexandria, VA
Nov. 15	Charleston, SC
Nov. 16	Charleston, SC
Nov. 17	Lexington, SC
Nov. 19	Wading River, NY

Catch Steve Daily on
SiriusXM Radio's
Laugh USA &
Blue Collar Radio



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Community. Follow him on...**





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