

Live with Intention to Pursue Your Purpose

Otis McGregor

Tribe + Purpose (Tribe and Purpose) was founded to help people pursue their purpose while living their life with intention. We also realize that no one does it alone, and that is why we added tribe to our name.

Business owners go through many stages in their businesses' successes and failures. These stages depend on the business owner and their perception of what is next and how they see things.

We've found that business owners who are veterans have a unique outlook on their business and their team. Many veterans start their businesses because they want the independence they never had while serving. The irony is that most business owners spend more time on their company than they did when they were in the military.

This is because veterans are problem solvers. Sure, they all know how to delegate. That is a fundamental leadership skill taught in every service. But something changes when the veteran starts his own business—they forget those fundamentals of delegation.

Or, just as likely, they are so emotionally attached to the business that they think they are the only ones who can do it. The emotional attachment is what does every one of them in, then they hit burnout and frustration.

Their frustrations lead to burnout and will eventually kill the business. The veteran business owner knows how to hide it from the team, but the team senses something. Only the seasoned team members understand what is going on and see it no matter how well the owner tries to hide it.

Now, the revenue is plateauing or falling, but the key team members are also developing doubts about their job security and the company's health. They start to talk at the coffee pot, or to use the old-school phrase, the water cooler, about what is going on in the company and whether or not it makes sense for them to stick around.

Guess what happens next? The business falters more, and now the owner feels even more pressure. It's proposal season. There's a recompetes for one of the three major contracts that have sustained the business for the last four years.

Those members who were the experts in proposal writing are now looking at other companies. The team starts to divide and take on an attitude of *I have to save my job!* Or even worse, *I have to find another job quickly.* These people will jump to another company for a measly \$2,000 more in annual salary or less.

How do you stop the bleeding?

You have to pause because nothing will get fixed if you keep running around trying to fix everything. Pause, and take an assessment of where you are. Where the business is, in other words.

It's time for a map check, and if you aren't sure where and who you are, it's time to find a known point so you can reference yourself and replot your course. Wandering around in circles in the woods will get you nowhere.

When you take the pause, you can identify what's important and what truly must be done to "right the course." This will allow you to truly see what needs to happen next, which fire is burning hot and close, so you can put it out and make another day, another week, another pay period.

Now the good work starts, and it's time to realign your vision with your company's movement. In other words, it's time to get your company back on azimuth to the outcome you originally set before everything drifted off course.

The next step is to determine where you want to be and where you want your business to be. We use a process called the

tribe+ purpose

Ideal Day. This is the fun part because you get to be creative and create the ideal day for yourself five years from today.

Don't be general. Be specific with everything you want to do that day, from when you wake up in the morning to when you go to bed. The more details, the better.

For example, at 8:23 a.m., I drive 24 min to the office. While I'm driving, I listen to the Tim Ferris podcast, and so on for the entire day.

You will be amazed at what falls out for you. This will help you understand who and where you want to be in five years.

Now we can create a plan. You know where you are; you know where you want to be; let's connect the dots with the plan. This is your plan, not the plan for the business. We have to know who we are and where we want to go before we can lead anyone anywhere.

You now know where and who you want to be in five years and how your business fits into that plan. What does the business

need to look like for you to achieve your personal outcome?

This plan is about guiding your business. As the owner, you are responsible for setting the model for what you want the vision to be. It's time to include your team in developing the plan.

Don't write your plan in the office and come out on the shop floor, drop it on the table, and tell them to go. That never works. The team must have buy-in, and the best way to get buy-in is to include your team in the planning.

Assign them sections to work on and develop. Give them ownership of creating and executing the plan. The ones who participate and buy-in are the ones who

will be there when you hit the five-year outcome at three years.

In the midst of all these actions, you are part of the Tribe + Purpose's Power Tribe. The Power Tribe is a small group of business leaders who become your go-to tribe to exchange ideas, support each other's success, and, most importantly, help each member when they are down. You are not in this alone. The Power Tribe is your go-to resource for following through and both dealing with problems and celebrating success.

If you want to make a lot of money, you should go it alone—and you'll be very lonely at the top. If you're going to be successful, you need a tribe supporting you—and it'll never get lonely, no matter how high you climb.

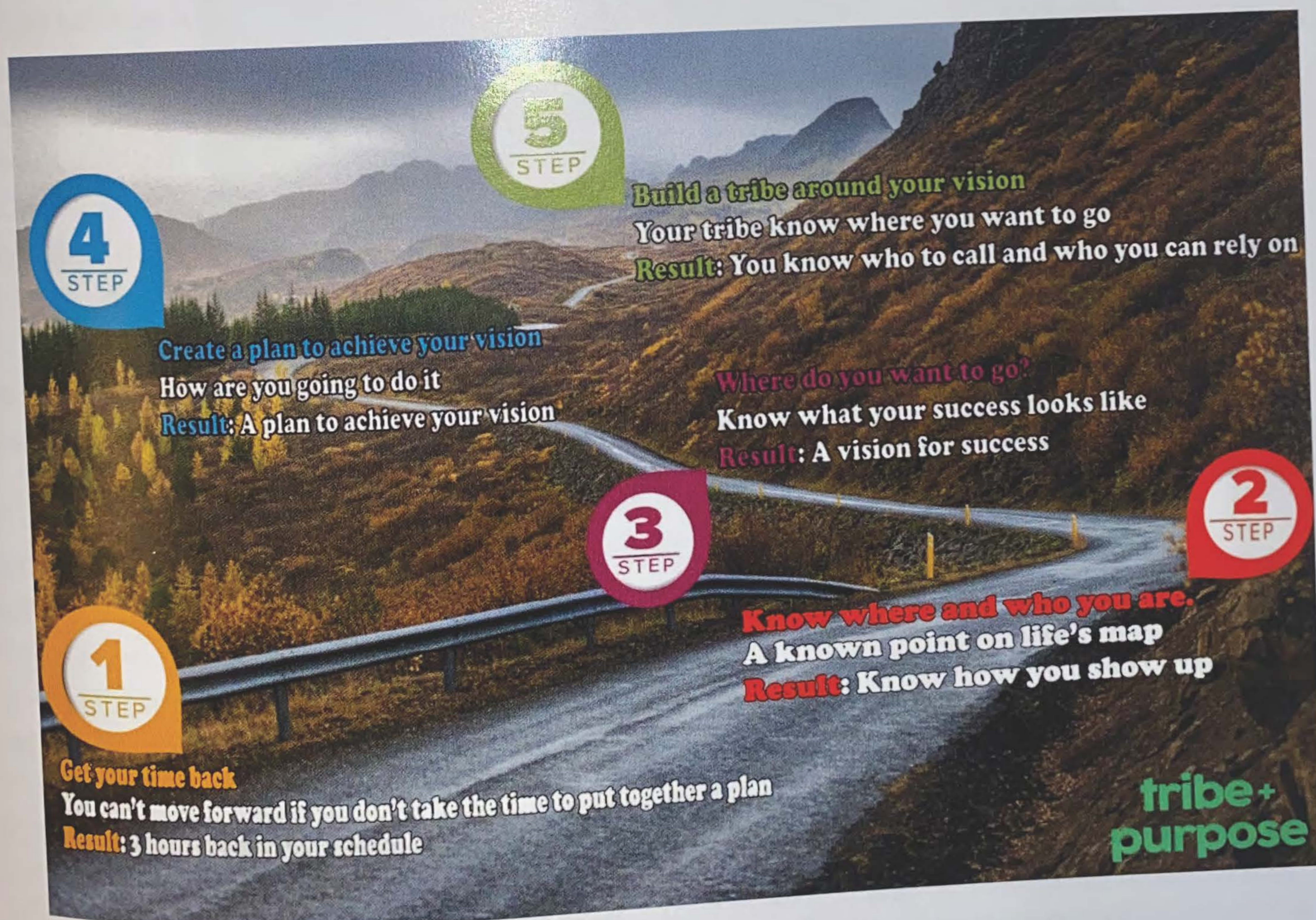
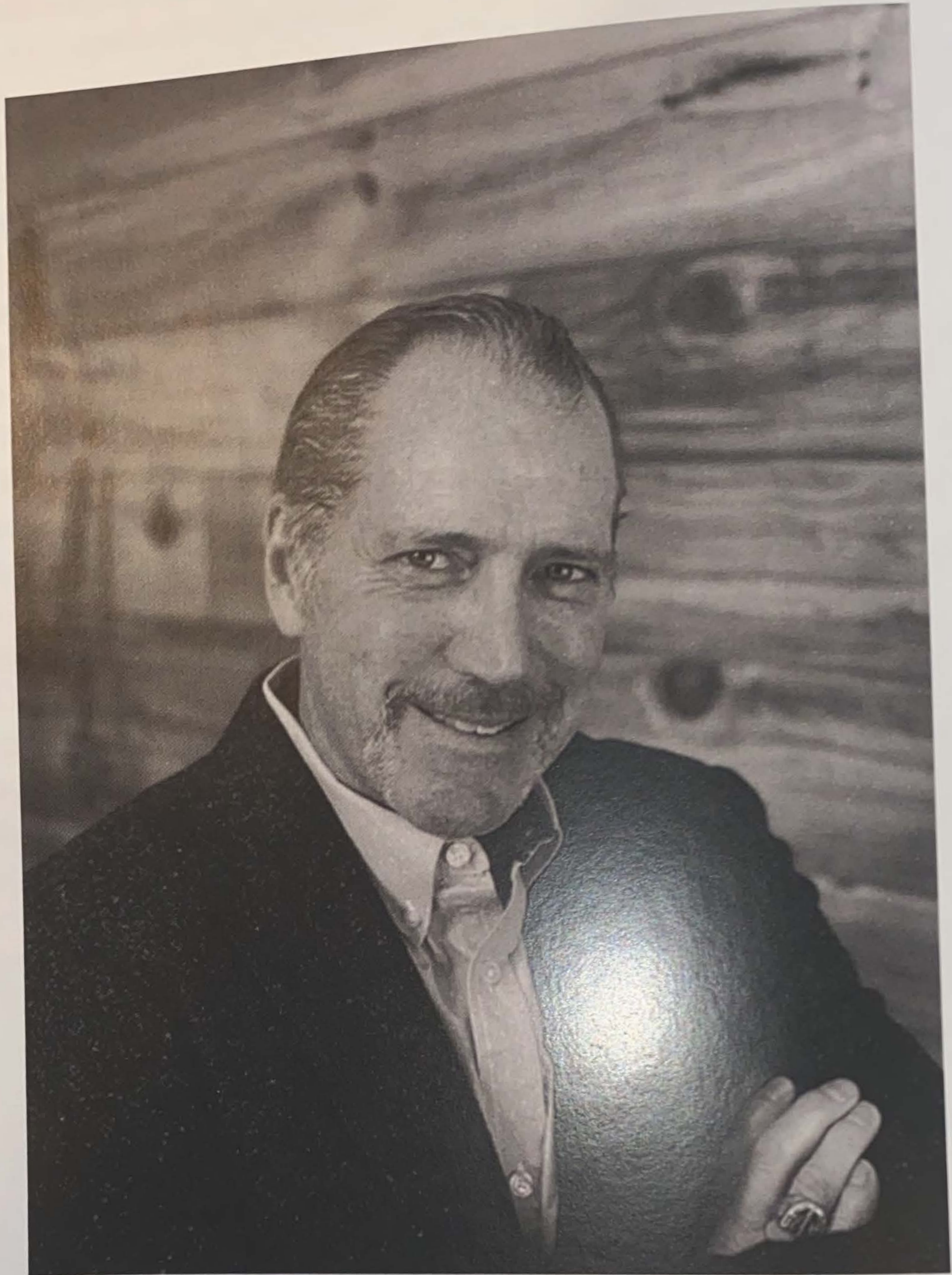


Figure 2 Your Road Map to pursue your purpose and live life with intention



LTC, Special Forces, US Army, Retired Otis McGregor leads Tribe and Purpose with his son Camden. With over 40 years of experience as a leader, coach, and team member, Otis embodies the values and principles of Tribe and Purpose. He has empowered hundreds of businesses and individuals to find their clarity for purpose and their tribes for connection. Otis leverages the unique blend of heart, passion, and experience as one of the elite commanders of Green Berets.