

Praise for *Do Eagles Just Wing It?*

“We are the authors of our own stories. The choices that we make shape our lives. How do you wish to change your life and what choices do you need to make to achieve your vision? If this is a question you ask yourself, then this book is for you.”

David Gurteen, Founder and Director, Gurteen Knowledge Community

“Chip helps people better their lives and careers, and has great insight about people and their behaviors. That insight, and insights from his writing partners, has been translated into this book. Would you like to improve your outcomes both in business and in life? Then you should read *Do Eagles Just Wing It?*”

Herb Shear, CEO, GENCO ATC

“Look behind you, is anyone following? As leaders we can always ratchet it up a notch. We have no idea what we are capable of. This is a paint by number resource to make the leap and find out!”

Pat Riley, President/COO, Allen Tate Company

“Beyond answering the title’s question, *Do Eagles Just Wing It*, this book prepares you to fly with eagles. Reading it is like having the content of a motivational lecture available for step-by-step use. You move through the process as if three coaches were sitting with you, giving you encouragement, and setting examples through singular stories, excellent exercises, and accurate assessments.”

Elizabeth K. Fischer, Author of *Mistakes I Made My First Five Years in Business (and How You Can Avoid Them)*, *What's in It for Me? Marketing from the Customer's Point of View*, and *Mistakes I made Buying Advertising*.

“Do Eagles Just Wing It” provides an intriguing and practical approach to guiding self-leadership in creating and delivering your personal “story” through focus and accountability. It is a great resource for personal development and growth.”

Dave Thaeler, Senior Vice President, Haskell

“Insightful and real. An easy read with stories that everyone can relate to, and a clear reminder that success can only come from within.”

Frank Anderson, President, RBW Logistics

“How do you know you are going in the right direction to achieving your wants, desires and goals? The authors have created an easy to follow process to help you understand the way to build a strategic plan for your life. Using these guidelines will help you make sure you do not just wing it.

The exercises are a great way to take the words off the pages and put them into action for lasting change.”

Andy Smith, President & COO, Kenco Logistic Services, LLC

“I am so pleased to recommend *“Do Eagles Just Wing It.”* As publisher of a regional business publication, I have the opportunity to visit and learn from business owners, managers and executives from a variety of business sectors. While many are very competent, they are all missing the critical input of an insightful “coach”. The co-authors have done a great job taking what they use in their practice and putting it on the page. If you take the time to read the text and do the exercises, you can put the concepts to work in your life and work. You will not be disappointed.”

John Galles, Publisher, Greater Charlotte Biz Magazine

“Only in stripping away the veneer of untruths we create for ourselves do we find the clarity and conviction to build toward something meaningful.

Within *Eagles*, the authors provide a practical, pragmatic framework from which to realize enduring personal transformation.”

Jack Dwyer, Managing Partner, Black Diamond Transformation Group

“Feeling a loss of direction? Out of touch with your passion? Unsure of your next life adventure? Then get ready for a smorgasbord of insights and how to’s that will help even the most confused souls regain a feeling of purpose and optimism. This isn’t yet another cookie cutter self-help book, but a refreshingly written and presented guide to getting out of your chair and back into the stream of life.”

Harvey Smith, CCMC, CPBA, CPVA, Head Coach, Carolina Business Coach

“This book uses stories and activities to engage any active reader who wants to move from the “Sky” to the “Nest” by developing clarity, focus, attention, and intention. The result should be to 1) build better relationships and 2) tell better stories. We can all benefit from such a nudge. Especially for those whose enthusiasm is dampened by career change or the recession, this book is a timely reminder of HOW to develop your brand. The authors’ collaboration is a fine model for each of us, and I strongly encourage you to read their new book!”

Doug Gray, PCC, author of *Passionate Action: 5 Steps to Creating Extraordinary Success in Life and Work*

"If you're like me and learn better via metaphors and stories than from flowcharts and theory, *Do Eagles Just Wing It?* might just be the most appealing business book you'll read this year. The authors weave tried and true strategies with inspiration and aspiration sparking the reader's desire to soar higher than before."

Dee Bailey, CPCC, Transition Coach

"I enjoy books that are easy to read and leave some lasting impact on the way I think about things. This book is one that I have enjoyed. The three authors have told some great stories and put them into context. I am already thinking what I can do differently because of reading *Do Eagles Just Wing It?*"

Gary Mayfield, CEO, Kenco Logistic Services, LLC

DO EAGLES JUST WING IT?



SUSAN
NIELSEN

TRACY
LUNQUIST

CHIP
SCHOLZ

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Foreword

We wrote this book for two reasons. The first is to benefit you, the reader, through the creation of a relationship. Every time you pick up a book, you form a relationship with the author. As you turn the pages, you are either drawn further into that relationship, or you make the decision to end it. If you finish reading this book to the end, our hope is you will have benefited from that relationship.

The second, and perhaps more compelling reason for writing this book is to share some stories that may resonate with you, with the hope the stories make a difference in your story. Everyone has a story. From the time you are born, you create your story. Your parents, friends, business associates, life partners and children are all a part of your story.

While all the people in your life share in your story, they only see a moment or series of moments. You get to tell the story to some people and can shape it in any way you like. Others in your life hear your story from you and then observe how the story plays out. You are the only one who knows your whole story.

You are also the author of your story. You have a choice in how it comes out. While events may happen around you, you have the ultimate choice. Will you take the new job or stay in the old one? How will you react to friendship as well as the failure of friendship? How will you handle economic, political and social changes? What choices will you make that will change your life?

If you were attracted to this book, it may be because you have a desire for change. It could be a desire to do different things or to do things differently in your life or work. It might be a desire to be more efficient with your time, or more effective in your relationships. It may be the desire to move to the next level, whatever that means to you. In effect, you are changing your story. We are here to help you rewrite the chapters you choose.

In this book you will find a number of ideas, principles, and definitions that we, the authors, use in our life and work. Are we completely congruent with all the concepts in the book every day? No. Like you, we are each a work in progress.

The challenge for all of us is to be a little better every day. To live according to a vision and be a bit more purposeful every day. To make progress on achieving our goals every day. To be better in relationships with the people we encounter every day. To write the best story we can.

That is our challenge to you, the reader. Don't try to do everything in the book. Do one thing, change one behavior, and get good at it. Once you have made it a habit, do another one. Get good at it. Get in the habit of making and keeping promises to yourself. Little things do add up.

You may want to keep a journal or notepad handy as you read. There are a number of exercises and questions within these pages and you may find it useful to have one specific place to keep your thoughts and responses. There is a natural progression in the exercises, culminating in the Appendix at the end of the book. There you will

find a suggested format for completing your Personal Strategic Plan.

Thank you for entering into this relationship with us. We appreciate the time you invest in considering the ideas in this book. Thank you for your willingness to throw away some of the things you know for sure and give yourself a chance for some new beliefs and new habits to take hold. Let us know how it works out. Two-way communication is important in a relationship! Our contact information is below, and we would love to hear from you.

Most of all, enjoy *Do Eagles Just Wing It?*

Tracy Lunquist: tracy@workingmagic.net

Susan Nielsen: susan@leaderscapes.com

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Introduction

By Joel Anderson

Chip Scholz has been my executive coach for the past several years. Chip and his writing partners have compiled the knowledge and practice I have learned during the time I have worked with Chip. He and his writing partners provide a great framework for understanding these principles. The book is an easy read. Putting the principles into practice is much more difficult.

I came to Chip as a successful executive with a successful track record. However, I wanted to take my performance to the highest level possible. I had “been there and done that” concerning operating a profitable, growing business. I now desired the capacity and ability to run a best-in-class business. To achieve that result, I had to become a best-in-class executive.

Great performance starts with great leaders, or “eagles” as the authors call them. My forty years in the workplace and over thirty-five years in varying levels of management followed by executive positions attests to that. After reading these pages and considering their impact on my life and career, I came to two conclusions:

My first and most obvious conclusion is that all leaders set examples, good and bad. To lead a high performance team you must always set a good example. Be purposeful, set solid goals and have a bedrock set of values.

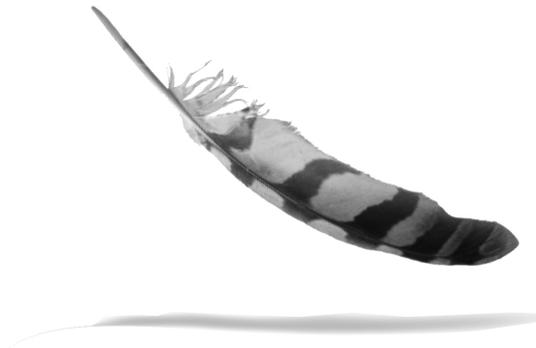
My second, less obvious conclusion comes from working with a coach. You cannot get solutions from your home, your colleagues or your Board. They offer you opinions, recommendations, facts and conclusions, but only *you* can take the data and convert them into an action plan. And, to be candid, every one of those parties will provide advice from their viewpoint of you. What you must have to become a high performance executive is someone who knows you, understands your methods of excuse and avoidance, and holds you accountable to your vision.

Self-made, high-performance executives are the rare birds indeed, despite what the mirror might say to us. To provide our employees with world-class leadership, we all need someone in our lives to help us clear out the excuses, because our employees deserve the best we can offer. And that is what you will find in this book.

Joel is President and CEO of the International Warehouse Logistics Association in Chicago. He has more than 30 years' experience leading trade associations to higher levels of achievement. He may be reached at janderson@iwla.com.

*“Though no one can go back and
make a brand new start, anyone
can start from now and make a
brand new ending.”*

Carl Bard



Prologue: Eagles and Chickens

Once upon a time, on cool spring day, a man and his wife were out taking a walk around their farm when they came upon a baby eagle lying on the ground. The eagle was alive, but injured and alone. Knowing the bird was not likely to survive out of the nest, the farmer took off his jacket, wrapped the eagle in it, and took the eagle home.

The farmer wasn't really sure what to do with the eagle, so he put the bird in with the chickens. The chickens happily took in the little eagle as one of their own. The farmer was amazed at how quickly the eagle settled in, ambling around the pen, pecking at the ground and eating chicken feed. He even joined the chickens in the coop to sleep at night.

As the eagle grew, he started noticing he was different from the other chickens. The eagle's wings were larger and wider, and he was taller and stronger than they were. The other chickens had straight beaks, ideal for eating seed, but his curled over, and it was getting harder and harder to pick up seed when he pecked at the ground. Plus, the seed just wasn't all that satisfying. In addition, the other chickens didn't seem to have the perspective he did. He could see the farmer coming a mile away, whereas the other chickens didn't seem to notice the farmer until he was right there with them, tossing out seed. He tried not to worry about these things, but he noticed more and more that he didn't really fit in.

Then one day, he heard a strange but hauntingly familiar noise. He raised his head and looked to the sky, trying to pinpoint the source of the sound.

There they were. Two eagles flew overhead, soaring higher and higher into the sky. As he watched them fly, the eagle felt a spark of energy he had never felt before. He took a deep breath, and with great enthusiasm, started to run across the yard. Some of the chickens watched and darted away in confusion as he picked up speed. Others called out to him, screaming, "No! Don't do it! You're going to get hurt!" He thought for a second about stopping, but then, just a few feet from the picket fence, he spread his wings and flew!

*Up, up, up the eagle soared, flying for the first time, joining the eagles in the bright blue sky. He finally knew his true calling. **He was an eagle, not a chicken.** The chickens stared up at him, awestruck, filled with pride and joy, as if they had known it all along. And from that day forward, he lived the life of an eagle, never returning to the chicken coop.*

Are you an eagle in a chicken coop? Or maybe you feel like a chicken trying to figure out what's up with that funny looking guy with the white head and the sharp beak. As coaches, we have found most of our clients are more like eagles than like chickens, and once they leave the coop, they don't go back.

The Sky, The Ground, and The Nest

We'll be spending a good deal of time with eagles in this book, and so we've divided the book into three eagle-friendly sections—The Sky, The Ground, and The Nest. The Sky is about the big picture and the top-level considerations to be sorted out in order to live your best life. The Ground is about the specifics and details to be executed day to day. And The Nest is where we bring it all home. You'll see what we mean as you read. Should you choose to use this book for this purpose, we have also included tools and exercises to guide you through the process of creating a strategic plan for your life.

Within each section you'll find many stories we hope you will find both fun to read and thought provoking. The stories serve to illustrate ideas related to four basic building blocks we will revisit repeatedly: clarity, focus, attention, and intention. Let's look at each of those a bit more closely.
