



# MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES  
MANAGEMENT CONSULTING GROUP

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ISSUE 17

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Welcome to the 17<sup>th</sup> edition of The Monday Motivator. In this edition, we examine ACTION.

We are all familiar with the movie industry words “Lights! Camera! Action!” What this meant was that on a movie set the first thing to do was to turn on the lights. It took a little time for the lights to become fully bright. Then the expensive cameras with equally expensive film in them were also started up. Once the lights and cameras were going, the word “ACTION” meant the actors and extras were to get into the rolls they were assigned. Inevitably, someone or something would spoil the shot and retakes would become a normal daily part of movie industry life. Once again all on the set would hear the words “Silence on the set! Lights! Camera! Action!” The results of all that action were the movies that defined entire eras of human history.



What does ACTION mean to us who are not in the movie industry? For just a little while pretend you ARE in the movie industry. The picture you are starring in is *The Story of You*. You wake up each day to the lights. The cameras are simply time moving forward at the pace of 60 minutes per hour. Like the expensive film in the cameras of Hollywood, once used, the time and the film are gone. They are used. They cannot be reclaimed to be used over again. If the scene was not played out right, the entire effort became a “retake.”



With enough money and patience and people to get the job done a movie would eventually be finished and presented to the public. If done well, the public would pay to see the final result. If they liked it they would tell others and the profits would set records. What about your story?

We all need a little help getting to a place where the ACTION part of our lives adds up to a blockbuster if that’s what we want. So here’s how Hollywood does it. They start with an idea. Someone thinks up a story that may be based on factual history or is a pure work of fiction. In either case, the next step is to write it down, thus creating what is called a “script.” From this script a “storyboard” is created. Here is what a typical storyboard looks like:

Project: Hit The Pros - 2004		Notes: Yellow arrows indicate direction of camera movement.			
Scene: Intro Cinematic					

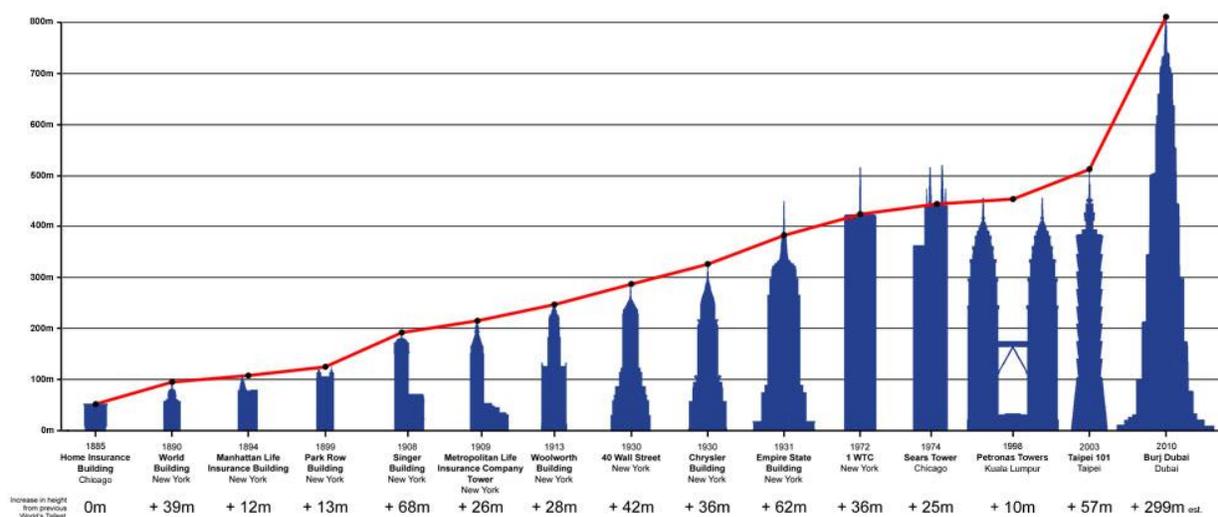
With the use of a storyboard the creative team dives into how each scene is going to be shot, where it will be done, what will be required as well as details about lighting, sound, wardrobe, set design, music, etc. So we can see that the storyboard is vital to moving into the production stage of making a movie. Do you have a storyboard for the next five years of your life? How about the next one year of your life? How about the next month of your life? Most people will answer NO to this.

If we overlay the steps of movie making onto our own lives we may find some organizational miscues. For example, pick out just one consideration of your life where you want to realize your idea of success. It might be your job, your health, your relationships, money or your community.

Once you have that importance identified, write out a one page “script” of how your story is going to proceed. It’s important to have a beginning, middle and the end. Remember that the future is coming to you whether you have a script or not. If you don’t have one, your performance is going to be random. No script really means no planning. Without a plan you can’t sketch out a storyboard and without that you can’t direct the action because the story is not clear.

Imagine if you were running a Hollywood studio and the day you start work two hundred people show up. Everyone from set builders to gaffers, sound experts, lighting crew, actors, make up, wardrobe, camera operators, electricians, stunt professionals, and dozens more specialties. Now imagine that there is no script, no storyboard, no shooting plans for the first day. What are you going to do? Do you send all those people home and tell them to come back in a few weeks when you have your act together?

Our lives are very similar to this situation. Without a plan or a schedule or goals, we are going to show up on the first day of our movie production only to find that there are no clear objectives so we just go along until the clock says our work day is finished and we go home, having traded time for money instead of our talent for a future.



The image you see above is a great example of action in motion. Here we can see that buildings have become taller and taller over time because someone had an idea of how to turn thoughts into reality. Starting in 1855 a modest little building in Chicago was constructed. By 2010 the tallest building on Earth was constructed. All this took planning and a lot of action; especially when you realize that giant building in Dubai is sitting on sand three hundred feet deep.

We can create our own blueprint as a centerpiece of our life stories. We're able to write our own script. To do it we simply must start. Start today. Start now. Start with your job. Write a one-page script of how your job carries you to the next season. What happens? Who are the main characters? Where does the story take you? What resources do you need? How and when do you go from script to storyboard then into production?

In summary, we are all a small version of a movie production studio. We own it. We are the main talent as well as the executive producers, the creative directors and the editors of the final release. Without a plan or goals or a timeline, your story is not going to be told the way you want it told. Or maybe it is. It's all up to the storyboard and you get to write that too.



Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.