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## POSSIBILITIES

This past weekend I was involved in a two-day sailboat regatta off of Newport Beach. I entered the weekend looking forward to close competition and of course the possibility of grabbing another trophy. Since winning was a common theme for *Code Blue* last year, there was no reason to believe it would not happen again.

I will spare you the hairy details, but not only did we finish dead last in the first race of six, I'm convinced the other crews finished their lunches before we crossed the finish line. Races two and three offered the same results. We were so far back heading into the next day's races there was no possibility of recovering from our last place position.

What was life like on board? For me, simple-get the boat around the course and call it a weekend. My most fundamental reason for showing up was now lost. Sure, it was a nice day and we were on the water... but I can achieve similar niceties with less effort riding my bicycle down the boardwalk to Blackies. I race to win. When the **possibility** of winning **was lost**, so were the drive and reason to be there.

Projects get created for one reason- to deliver a possibility. It could be a small incremental improvement or a market changing outcome for the business. But just like *Code Blue*, often a whole host of challenges occur to knock the wind out of your sails. Before you know it, the possibility created by the project becomes lost along with the drive and reason to get it done.

I am very excited to share Waypoint Leadership has launched a new product, The Strategic Project Navigator™, created to fix this exact problem.

If you would like more information on any of the topics discussed in this article, please contact:

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For the crew of *Code Blue*, this was just one regatta and we do it for sport. For a game-changing strategic project potentially worth millions of dollars, this could be the future of the business.

If you or someone you know is struggling to deliver that big project, give us a call. We would love to sit down and see if we can help.