



BALANCING

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Right & Left Goals

I would venture to say that most professional people are heavy on the results side of life. We often write specific goals when it comes to results but rarely do so in the area of relationships. Oh, you probably have vague goals like, “Remember our anniversary this year.” But have you written goals for yourself that represent time spent with your spouse, your children, your parents, and your friends?

I urge you to build relationships more aggressively into your goal setting. People are vital, significant and worth the time it takes to build right relationships. The evidence is clear that most people fail in their jobs for relational reasons rather than for failing in result, business or technical reasons. In fact, some research indicates that eighty-five percent of all fired employees are terminated because of relational conflict or lack of relational skills, not a lack of technical skill.

If you’re going to be effective in your business, not to mention your personal, family and social life, you must learn to be a relational pro. So value relationships and people and build those relationships into your weekly structure. And do it because it’s the right thing to do, rather than for pragmatic, self-preservation and fulfillment reasons.

Think about it for a moment! What really counts in life? What lasts? It’s relationships! For

example, I just got word this morning that my neighbor’s mother passed away. What’s he thinking about right now? Work? Money? Of course not! What really counts to him, and what really counts to all of us at the end of the day are relationships.

So let me suggest some means by which you can balance your result goals and your relationship goals. I want to suggest three specific steps. List your goals (both result and relationship) into your schedule; listen to your logical and intuitive sides; and love people and use things.

List Your Goals

Most time management is geared toward working on result goals, particularly in the business and professional realm. I suggest you implement that same goal-setting strategy with your various relationships. Let me give you

PROVEN, EFFECTIVE TOOLS TO BALANCE YOUR LOGICAL AND INTUITIVE SIDES, FROM RON JENSON—“AMERICA’S LIFE COACH”



several examples.

You realize that one of your children is developing emotional distance from you. Schedule an appointment to get together with that child and spend concentrated listening and caring time. Or, you have a good friend who has been struggling in a job search. Set a goal to schedule time to call that person to encourage them with some kind of networking or other help. The point is that you begin to set goals around meaningful relationships.

I'm careful to set up dates with my family and build them into my schedule. I used to take my daughter, Molly, out on a date and it was scheduled into my planner. I played sports with my son, Matt, and I built it into my schedule.

I give time to these and other relationships. As I get older I focus more and more on certain friendships I want to develop and I build time with them into my schedule. We travel and vacation with friends when we can. My wife, Mary, and I have listed several families that we never want to lose touch with—friends who would drop everything for us should we need them. With our local, closer friends we go out for meals, take mini-trips, go to movies or just hang out. There is something powerful and refreshing about doing this in today's culture. We find that our mobile society breaks up friendships more often than it supports them.

Listen to Your Intuitive and Logical Areas

The second tool for developing balance in the goal area is to listen to both sides of your mind—the intuitive and the logical. We know that the left-brain is logical and likes to tackle very quantitative, measurable issues. On the other hand, the right brain is much more intuitive and idea oriented. It deals with feelings and insight which is much more responsive to the relational goals that we're talking about.

Work to adjust throughout the week so that you don't just listen to your results-oriented, goal-centered, accomplishment-focused left-brain, but allow yourself to reflect, to be more intuitive and to be more relationally oriented at various times during the day.

I see this in my marriage on a consistent basis. I am much more left-brain oriented than my wife Mary. She's the creator, the artist and loves to create atmosphere. People love coming to our home because they feel so comfortable and welcomed. As a result, Mary is very astute and intuitive in her assessment of people.

She's not preoccupied with the goal or the result, but rather the relational ability and dynamic of the person. I've made enough mistakes that I have learned to pass virtually every person with whom I'm going to work by my wife.

All of us, regardless of our bent or giftedness, need to learn to listen to both sides of our brains, and not just when it comes to others, but also as it relates to ourselves. Ask your wife or close friend to be frank with you about your strengths and weaknesses, so you can maximize your strong points and develop your weak areas. And take time to pray and listen to God, which is a right-brain activity. Develop a spiritual sense about the world around you.

Love People—Use Things

Loving things and using people is all too often our modus operandi. It's true that loving something inanimate, like a new BMW, is so much less work than loving a person. A new luxury car is predictable, doesn't go anywhere without you, or ask for anything. It doesn't have mood swings or temper tantrums. It doesn't need you to be sensitive. It's the people in our lives that cause us the most trouble. If you weren't married you wouldn't have to share the TV. If you didn't have children you wouldn't have to deal with adolescent rebellion. If you didn't work with a team, you wouldn't have to share the glory. But real life doesn't work like that.

Ultimately our lives are made rich and full and meaningful by the people in them, not the things. Rich living means loving and being deeply loved; it means taking the pain along with the pleasure; it means experiencing profound sorrow because you've loved so profoundly. So often we abuse the people around us by pursuing things for ourselves or for our family. But what your children want, what your spouse wants, and what in your heart of hearts, you really want, are the meaningful, dynamic, fulfilling relationships that come from people.

This will only happen as you move your attention away from things as a source of satisfaction, to people as a source of fulfillment and purpose. This is in fact your destiny in life.

Balance the goals of results and relationships in your life. When we die we leave it all. And when we look back at the end of our lives, we're all interested in the same things: family, friends, relationships, impact, quality, character. Those are the real rewards of life. That's authentic success. 