

Rewriting the Story

I have some very dear friends in Sydney, Australia, who have an ongoing motto, "Aren't we lucky." Having stayed in their home on several different occasions, that brief sentence is often repeated, in a variety of contexts. Naturally, that got me to thinking about all the various reasons we all have to feel 'lucky', both personally and professionally.

I thought of my mom and the way she has continued to 'beat the odds' in overcoming physical challenges and never standing for the status quo. She intuitively has always known that the 'ending' could be different/better than what the doctors told her. And even today, at age 97, she continues to contribute to others in her retirement community by teaching Bible study classes.

Then I was catching up with another dear friend in the UK (thank goodness for Skype - go there: www.skype.com); she was telling me about several other folks who have made decisions to change their personal/professional stories by changing the ending (or the next chapter):-)

One has been in the business world for over 20 years; now he's going to teach primary school. Another had left the oil and gas industry to teach in academia. He realized that wasn't his 'spot', and is now back in the oil and gas industry.

'Aren't we lucky' to have so many options and opportunities available?

I continued to be aware of other ways stories were evolving with different endings.

This past week the US Treasury Department has made recommendations about financial institutions and their regulators that many feel are not only short-sighted, but just plain wrong. My dear friends in the credit union movement are especially concerned that should these recommendations be legislated into law, it would mean the end of credit unions, as we know them. Having worked in and with credit union organizations for over 25 years, I share the concern. Yet, it provides the opportunity for several optional endings with even greater opportunities to design the appropriate ending as the story evolves.

As my friend and business partner, Kerri Smith, so eloquently put it, ". . . from a marketing perspective this is an amazing opportunity for credit unions to ignite their members' passion for THEIR financial institution. HR 1151 and Operation Grassroots provided credit unions with the opportunity to tell the credit union story and to define the credit union difference in local and national media. With every cloud, there is a silver lining. This will be credit unions greatest hour because of the current conditions. Consumers are sick of the big banks crawling to Congress for bailouts. They are also aware that our economy is in precarious times. Americans also love an underdog and have historically rallied to save their financial institution. I see this as a great rallying opportunity."

What about your story? Have you looked at your opportunities lately? What are the options, for you, your team, your organization? What can be done differently that will provide a greater/different reward, a greater benefit?

There are always options and we each have the ability to decide and make choices. Circumstances change; so do our choices. Sometimes, when we take the time to imagine a different outcome, it becomes easy to see the options . . . "Aren't we lucky?"

Aloha