

## **Create and Color a Masterpiece**

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- Am I working smarter, not harder, fewer hours yet more pay?
- Do I track profit and understand profitability?
- Is my retirement fund growing?
- Am I marketing a brand name and business?
- Am I at a financial plateau? How will I get over that hump?
- Will it be employees or subcontractors for the future of Organizing Resources?
- Am I setting the stage to sell my business someday?
- What do I plan to be doing in 5 or 10 years from now?

These were questions that keynote speaker Aldonna Ambler drilled home to the rapt audience at the 2004 NAPO Conference in Chicago. However, these are also questions I must concentrate on for my own business. Can I really take my organizing business to another level? Aldonna spoke to me and I am ready to take up the challenge.

As Barry Izsak, NAPO President, states over and over again, “We are going to blow the roof off this cottage!” But, will we? Not if we continue to resist growth. Not if we see ourselves as individual practitioners, doing it all. This, my eighth NAPO Conference, has turned into the catalyst to view my business with new eyes—eyes for sustainable profit, eyes for resilient growth.

NAPO Conference provides a multitude of opportunities – connecting with friends I see once a year, education through workshops that spark the thought process with new and expanded ideas, an ever expanding exposition of products for me and my clients, and a chance to build lasting camaraderie with fellow organizers. The ten other organizers that sat around the Connecticut Chapter luncheon table at the closing ceremony had no idea how blessed I felt. Not too many years ago, I was the only Connecticut organizer who traveled to NAPO Conferences. We have come a long, long way. To be able to share precious moments with colleagues is heartwarming, to say the least.

So, what did I bring home from Conference this year? I brought power – the power of uninhibited thought processes that will take my business to a totally new dimension. I have recognized the potential of my business and I will exercise my ability to expand to a distant horizon. I am going to create and color a masterpiece that represents who I am, what I value and the principles I have built Organizing Resources upon.

Aldonna urged attendees to step up to the next level *thoughtfully*. It is up to each of us individually to develop the strategies that will take us wherever we dream and beyond. Her final challenge — revisit the ‘*why*’ you are doing this.