



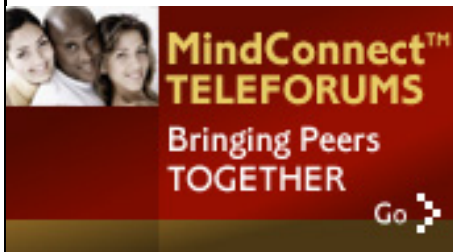
Leading you to the T.O.P.

The Franchisee FOCUS



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Success Handler, LLC
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David Handler is founder of [Success Handler](http://www.successhandler.com), a professional business coaching organization. With him as your coach, you'll explore the business and personal dreams you desire. Much like sports coaches with athletes, David will show you how to soar to new heights as a franchisee, franchisor or small business owner.



One Giant Leap by The Coach, David Handler

For anyone past the age of 45, the bold achievements of a select group of men are branded in your memories – recalled as where you were and what you were doing during their greatest moments. Over the past quarter century, they've been portrayed in Oscar-winning films and Emmy-winning miniseries. Seven lived the dream; two remain.

Walter Schirra, Jr. died last week. The son of a barnstorming father and a wing-walking mother, he was born to be an aviator, and became one of NASA's Mercury 7 astronauts – the modern-day explorers made legendary in *The Right Stuff*. He was the only man to fly Mercury, Gemini and Apollo missions, and his leadership as the commander of Apollo 7 put the space program back on track, a year-and-a-half after a launch pad fire claimed the lives of three astronauts.

America's moon race lifted off with a speech to Congress by President John F. Kennedy on May 25, 1961, during which he challenged the nation to "commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to Earth." Sixteen months later, at Rice University here in Houston, JFK said: "We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win."

In their 1995 book "Built To Last," Jim Collins and Jerry Porras wrote that great companies have a Big Hairy Audacious Goal. BHAGs take

"Your session at the Conference in Chicago was great. I can't tell you how many times in the last two weeks when I've told a franchisee, 'That sounds great. Send me an e-mail and I'll follow up with you.' What great advice that was."

- Jay B, Georgia

"FYI... This coaching thing really works."

- Dana W, Massachusetts

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Together we will achieve your destiny.©

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Start Your Engines

A century ago, Henry Ford had a BHAG (although he didn't call it that). Ford's vision was "to democratize the automobile," making the Model T available to everyone. [Read last May's](#) article for a closer look at his audacious goal.

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Walter Schirra, Jr An Astronaut Original

Clear objectives are essential to the successful

years to accomplish and require everyone in the organization to stretch their imaginations, efforts and comfort zones. As you might imagine, Collins and Porras suggested the ultimate BHAG was President Kennedy's directive to "set sail...on the most hazardous and dangerous and greatest adventure on which man has ever embarked."

Smaller organizations, like your franchise business, also benefit from having a BHAG as their guiding light. I've led the process of developing them as both a business owner and an employee, each time laying a foundation that led to outstanding results. BHAGs go beyond the secular. Recently, our church developed one before beginning a capital campaign to build the facilities that will serve the future needs of our community. Success Handler has a BHAG, too: To be mentioned in a book by Tom Peters, the legendary management guru who shares stories of innovative people and companies.

To determine a BHAG for your franchise business, envision where you want to be in 10 years. Instead of focusing on sales figures or number of employees, explore the stars. Stretch yourself to identify a goal your fellow franchisees would likely consider outlandish, yet one you believe truly is attainable. "I realize that this is in some measure an act of faith and vision," said Kennedy, "for we do not now know what benefits await us." The critical first step is to launch.

Several decades ago, a transistor radio company set an audacious goal "to change the worldwide image of Japanese products," during a time when people associated "Made in Japan" with "cheap." That act of faith and vision was the beginning of greatness for Sony. Make your BHAG clear, compelling and easy to grasp, then – like President Kennedy – challenge your team to embrace your passion, not because it will be easy, but because you intend to win. By joining together in the pursuit of a singular, lofty goal, everyone's energies and skills will focus on bringing the intention into reality.

After resigning from NASA, Wally Schirra spent seven years sitting alongside Walter Cronkite on CBS' coverage of the space program. He was on the air at 10:56 p.m. EDT on July 20, 1969, when Neil Armstrong stepped on the moon, as America achieved Kennedy's vision five months before the decade ended. Schirra later wrote it was never about simply sending a man to the moon. "Moon and back," he said. "We did confirm a round trip from the very beginning. And 'moonandback' is one word. No hyphens. No commas."

Only John Glenn and Scott Carpenter remain of the Mercury 7. Like Columbus, Magellan and Marco Polo, ultimately they will live on in history books. While you aren't an explorer who has the backing of an

fulfillment of any mission. From the beginning, the Mercury 7 program had three: place a human spacecraft into orbital flight around Earth; observe human performance in such conditions; and, recover the human and the spacecraft safely. Are the objectives for your franchise business as clearly defined?

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entire nation, you do have the opportunity with your franchise business to create an indelible bond with every astronaut who journeyed into space. They dreamed big. So, too, can you.

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"So it is not surprising that some would have us stay where we are a little longer to rest, to wait. But this city of Houston, this State of Texas, this country of the United States was not built by those who waited and rested and wished to look behind them. This country was conquered by those who moved forward..." – *John F. Kennedy*

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Yes, Sir, Mr. President

Wally Schirra was considered the most light-hearted of NASA's early astronauts. He smuggled a corned beef sandwich onto his Gemini flight in December 1965, and reported a UFO sighting: Santa Claus.

Previously, during his Mercury mission, Schirra received a radio call from Deke Slayton, NASA's director of flight crew operations, and a fellow Mercury 7 member. "Hey, Wally, are you a turtle?" asked Slayton. In the tight fighter pilot fraternity, that question demanded the response, "You bet your sweet #\$% I am," or Schirra would be buying a round of drinks when he returned. However, aware the world was listening, Schirra politely responded, "Roger."

A few months later, the seven Mercury astronauts went to the White House as guests of the president. Kennedy, a former Naval officer with an apparent sense of humor, turned to Schirra and posed the turtle question. With all due respect for his commander, Schirra looked him in the eye and gave the more colorful answer.

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Challenge From Another Houston Visitor

It's been 45 years since JFK visited Rice University to set a course for America. Yet, last week, another legendary figure was on campus to challenge a new generation. The Dalai Lama, the 71-year-old exiled leader of Tibet, shared a message of tolerance, compassion and forgiveness, telling students that his generation created many problems for them to solve.

Yet, as reported in the Houston Chronicle, he sees the good in

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most people: "That does not mean I am optimistic that without any effort some good things will come. It's not that way. Work hard, make effort. I think you can do more things." He said tolerance doesn't mean giving up personal views. It's about having respect for the views of others: As different flowers make for a beautiful garden, differences among people make the world more beautiful. "You are practicing compassion," he said. "I am leaving tomorrow, so the responsibility is on your shoulder."

Sounds like an excellent BHAG for our children to pursue.

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