

# OPUS

*“A master in the art of living draws no sharp distinction between his work and his play; his labor and his leisure; his mind and his body; his education and his recreation. He hardly knows which is which. He simply pursues his vision of excellence through whatever he is doing, and leaves others to determine whether he is working or playing. To himself, he always appears to be doing both.”*

- Francois Auguste Rene Chateaubriand

I have a Dream...

- I’m on a stage speaking in front of a thousand business leaders and nonprofit executives about PR, communications, happiness and success. They are captivated in what I’m saying, eager to meet me face-to-face and hear me ask, “how can I help you?”
- I’m sitting at my computer happy and proud at how much my business is growing because I have multiple revenue streams from speaking engagements, ebooks, audio programs, lunch-and-learns, one-on-one coachings, and monthly retainer clients.
- I’m sitting on a beach playing with my family without a worry in the world on how my kids will go to college.
- I’m relaxing with my wife in our red Adirondack chairs in our back yard and I tell her, “we’re doing it.”
- I’m driving down the highway with my golf bag in the trunk while giving an interview with a leading business publication sharing my experience on work, life, handling success.
- I’m sitting at my conference room table leading a team of really smart people (smarter than me) with similar values and beliefs of being helpful, responsible, strategic, optimistic, genuine. We’re pushing each other to be our best.
- I’m looking at a smiling face of someone I just met because I exceeded their expectation of the personal and professional reputation that preceded me.
- I’m looking at a smiling face of someone I’ve been working with because I’ve impacted them in a positive way both professionally and personally...in a way that supports their success however they define it...making them better, happier, stronger.
- I’m sitting in a comfortable chair in my dimly lit home office, sipping on a 312 in an icy mug, content because I know I’m whole spiritually, professionally, personally.

## Over-arching Vision: My Big Dream

My tribe: Organizational leaders and decision makers who desire a SMARTer way to strategically communicate their story.

My cause: Helping organizations define and deliver their message.

My space: Communicating outside the lines by helping organizations see untapped potential, think differently about their organization, see the bigger picture, and challenge their perceptions about how they communicate their story to those who matter.

## Purpose

(Helping organization's tell their story through) SMART communications to people who matter.

## Unifying strategies

- Develop Joel Kessel the person
  - Because I owe it to my God, my family, myself, and my clients to be my best and to give my best always.
- Develop content
  - Because I need to capture my SMART communications in order to share it with my tribe.
- Develop collaboration
  - Because I need other people to push me to be and give my best.

## Scorecard for significance

Develop Joel Kessel the person

- Personally—
  - Maintain physical health
  - Be a present, supportive, loving father always
  - Be a present, supportive, loving husband always
- Professionally—
  - Seek out and attend ongoing educational opportunities on business, nonprofit, PR and communications through three ways:
    - Audio, i.e., podcasts, webinars
    - Experiential, i.e., in-person events, networking
    - Reading, i.e., blogs, books, newspapers
  - Do necessary research and preparation before all client and new business meetings.
- Spiritually—
  - Strengthen my relationship with God through prayer, scripture readings and Bible studies, and through my community so I may become a more purposeful person who has balance, confidence and clarity knowing that I'm not here for the glory of man, but for the glory of God.

#### Develop content

- Navigate and grow my programs
  - Develop PR and communication program offerings: storytelling, foundational, media relations
- Be part of the online conversation
  - Write, comment and participate through my blog, LinkedIn, and Quora
- Develop pathways for engagement using SMART communications to grow the business
  - Integrate SMART communications in workshops and presentations
    - S—based on **strategy**
    - M—has a compelling **message**
    - A—is **active** in its engagement
    - R—must be **revised** on an ongoing basis
    - T—is **targeted**

#### Develop collaboration

- Network online and offline to meet and bring collaborators into the fold that is a win-win; those who have similar values and beliefs, approaches to doing business so I can be pushed to continually improve myself, but to also support and impact others in a positive way.

#### Worldview: I believe...

- People are good; it's how I conduct and present myself—my frequency—that brings it out of them even more.
- There is a God who is there to lift me up whenever I need him and whenever I ask, to provide guidance and understanding.
- I am responsible and accountable for managing what God has provided me.

#### Identity: I am...

- Responsible for what is required of me as a provider, father, husband, business owner, spiritual follower of God.
- Interested in doing what gives me reward and gives me a return on my investment.

#### Principles: I value...

- Honesty. With honesty comes integrity.
- People who say what they'll do and do what they say.
- Being relied upon as an expert and growing a successful business.

#### Passion: I love...

- Playing a role in others' success.
- The journey and path I am on.
- My family.

#### Purpose: I live to...

- Provide for my family; to be the personal and spiritual leader, leading by example.
- Help others tell their story; lift them up in a way that makes them better, happier, stronger.
- Experience life and all that this world and God have to offer to the fullest.