

OPUS

from the Latin word "**opus**" **meaning** work, is usually used in the sense of "a work of art"



ADAM P MCCAMPBELL: OPUS

Overarching Vision: The Big Dream

The alarm buzzes at 6:00am I stretch, rub my face with water and start a cup of coffee. Before my 7:00am work out I spend a quiet moment praying and meditating on God's ancient scripture. After my workout I feel hungry and tired, but good.

At 9:30am I have a conference call with a CEO of a mid-size manufacturing company. I've known him well for two years; we really got to know each other spending time with



our boys at the Masters in the spring. We talk lightly and then I push him a bit on an accountability issue he's having with his CIO. After some heated discussion he concedes my point and commits to call him out at their next one-2-one on Friday. They both will grow. We placed the CIO six months ago, he's good, but a bit head strong. Mike reminds me that the company is doing a company community day next weekend cleaning up the local park and

wants the family to come with me. "We'll be there." I say hanging up the phone. Mike's company has grown by 22% over the last 16 months and the culture is so different, people love coming to work and really get into community days.

I meet Chanelle at a favorite little restaurant downtown for lunch. We have a planning date. We are taking the entire family to Italy in two months and have some details to workout. She is so excited. She knows it will be a challenge but after our





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European trip three years ago she wanted the whole family to experience a similar trip before they hit college.

In the afternoon I sneak away to a coffee shop to put the final touches on a talk I'm giving in Atlanta in October at the Catalyst Conference. It's not a lot of work since tis based on my most recent book; Talent Farming.

I can't wait to catch up with Alec next week, once he gets back



from the World Cup with



Cameron. It had to be a great trip seeing the US win! We need to go over the launch of our fourth office in Denver. There is still a

lot to do, but it will come together.

I get an email on my phone from another great client. They average two hundred resumes a week and do not have any posted openings. It's due to the most recent spot in INC magazine highlight their amazing hiring, onboarding, training, and people plan. Which I'm proud to say we developed with them. The portion that got the most attention was the company sponsored sabbatical employees could take to help find their "voice."



Later that afternoon Hudson and I work on our short game on our green in the back yard. He tells me

who he's taking to Prom; a great girl from our Church. I delight in the excitement in his voice. At dinner we discuss our days in detail and Harrison talks feverishly about working on our most recent real estate project after school. I partnered with the boys to help put some money towards college and teach them a bit. My brothers are going to help us paint this weekend, I hate painting but I love the fellowship.

That night, Channele and I turn the TV off early and spend some time talking more about our trip and reading travel websites.

As I head to bed I whisper thanks to the Father for all he has done and is doing in my life.



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Purpose: The Defining Statement of my Work: Fueling leaders dreams by creating high performing teams

UNIFYING STRATEGIES

Strategy Name: Fuel Leaders

Description: To challenge leaders to find where their voice and career intersect and equip them to help those they lead do the same.

Scorecard

Coach-Helping leaders find their voice and pass it on

Speaker-Inspiring leaders to discover where their voice and career intersect

Author-Teaching people to foster a voice discovery business

Name: Fuel Self

Description: Constantly refining my voice through deliberate practice with a coach and disciplined study

Scorecard

Read-2 books per month [1 business 1 spiritual/faith/inspirational]

Deliberate Practice-Create and implement a schedule each month to practice a success skill

Pursue Healthy Mind/Body/Spirit-Eat well, exercise 3 x weeks and one unplug day a month-to plan the POP

Name: Fuel My Dream Team

Description: Invest my time, skills, and money into a business and use that business to model successful accountability that leads to high performance

Scorecard

Invest-My time and money into building people and systems

Model-Show my Opus and only use words when necessary

Challenge-All leaders to high standards of accountability and high performance



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SIX PACK

WORLDVIEW

I believe....

Culture is neutral and should be influenced not avoided

People usually desire to do good deeds with good intentions

Family is where faith, fun, work and rest convene

Voice is possessed by all, known by few but is worth discovering

Dreams are meant to be pursued hard

IDENTITY

I am a

Christian

I reflect the image of Jesus in every interaction I have each day of my life through faith.

Husband

I am self-sacrificing, loving, and sensitive to my wife's every need.

Father

I will lovingly shepherd my sons through attentiveness to their uniqueness and provide an environment that brings out the best in them. I will discipline them when needed. I will be affectionate even when they are older.

Brother/Brother-in-Law

I am intentional, caring, and a role model willing to help each of my siblings.

Leader

I am smart, confident and love people. I am capable of making good business decisions, running solid companies, and giving to those in need.

Son/Son-in-Law

I stay in touch and I am patient with all of my parent's differences.



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PRINCIPALS

Faith

I trust God with my life's direction and I trust Jesus Christ as my Savior and Lord. I believe the Holy Spirit is my helper. I have Faith in God. I am a Christian. I am an Empowered Evangelical. I believe in the Supernatural. I believe Christ will return to Earth. I do share my Faith with others. I will make time for God daily.

Marriage

I do love my wife. I have a good marriage. I will be faithful forever. I am her helper. I will share my feelings every day. I will make time for her weekly.

Health

I am a health conscience person. I do exercise weekly. I do live a balanced life. I do reduce my levels of stress. I do eat smart.

Authenticity

I am a caring person. I am an excellent listener. I am true to myself. I do regularly express how I feel. I am honest. I have a willing spirit to help.

Community

I am an active member in my church community. I do seek opportunities to build relationships. I do commit my time to people.

Integrity- I do what I say I will do. I will do right even when inconvenienced. I am honest with myself and other people. I have a pure heart.

Family

I am a family man. I do make time for my family. I do create traditions. I am a provider for my family. I do seek balance for my family. I do create a clean, organized, and safe home.

Career

I have a positive attitude. I do strive for excellence. I do aid those below, beside and above me to be their best. I am confident in my abilities. I am a leader. I put people above the bottom line.

Generosity

I am a generous person. I do give my time, money, and mercy freely to others without expectations.

Wealth- I am blessed in order to bless others including family, friends, the least, last and lost.



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PASSION

I love....

Freedom

The ability to be ourselves and pursue the expressions of our individuality

Creativity

A unique creation that only a specific individual or group could bring into the world

Ownership

Taking responsibility for one's own actions, decisions and outcomes weather good or bad

Leadership

Making a decision, creating a plan and inspiring others to actively participate

Excellence

The pursuit of doing something as well as it can possibly be done

Adventure

A story with an unknown ending

Story

The people, relationship, and unique circumstances that engage our lives daily

Nature

God's creative expression for man to enjoy

Productivity

Getting things done on time with excellence consistently

Team work

Productively pursuing excellence collaboratively with unwavering trust

Influencing

Sharing the passions of life with those in our story



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PURPOSE

Faith as a Lifestyle

I will actively strive to weave my faith in Jesus Christ into the fabric of my entire life leaving no gaps between my work life and my personal life.

Will do, Can do, Help you

I will do all I can do to help you....

Achieve your goals

When you're down

When you ask and even when you don't

Be the best version of yourself

Entrepreneurial Spirit

I will strive to take honest advantage of every opportunity afforded to me. I will depend on God to provide me the strength, faith and skills to provide my family's financial stability.

Family First

I will strive to consistently put my family first in a hectic, fast-paced, ever changing world and to provide a balanced life. I understand that what my family needs most is my presence first and my financial provision second. All decisions made will be based on what is best for my family no matter the financial or career based reward.

Trust Always

I believe that trust is a choice and I choose to trust freely. I trust that people have good intentions and genuinely want to do their best. My trust does not have to be earned but it can be lost. I will strive to foster an environment of trust and freedom with those in my life so that they can be themselves and unleash their unique talents into the world.

Praise and Reward

I will strive to praise and reward those in my life who achieve their personal goals and who help me achieve mine. I will make a "Big Deal" of each and every success no matter how small.



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PROCESS

Proverbs 16:9

In his heart a man plans his course, but the Lord determines his steps.

How I will do it

Plan one month out and each month will contain all of my unifying strategies and specific relevant action steps.

I will take one day a month to UNPLUG and create my playbook.