

MY OPUS

Jeffrey A. (Jeff) Kramer

“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.”

- L. P. Jacks

Overarching Vision (my big dream)

Imagine a tribe of leaders, established or aspiring, who are committed to building a better world - Physical, Cultural, Social, Familial or Spiritual. A tribe of people who see a need for leadership in their world, and seek to fill it. A tribe of people with integrity, character and a servant's heart, who are willing to invest in themselves in order to grow so they can serve themselves and others.

Imagine a cause based on providing growth opportunities and resources for leaders. A cause planned around training and coaching leaders through self-reflection and deep personal growth. A cause meant to create ascending leaders.

Imagine a space designed for leaders to grow. A space founded on nourishing and encouraging hearts and minds. A space where leaders are able to speak freely, share safely, and learn greatly. A space constructed for empowering leaders to reach new heights.

Purpose (the defining statement of my work)

Encouraging, equipping and empowering leaders to reach new heights.

Unifying Strategies (*what's necessary for me to achieve this*)

Construct Myself: By intentionally focusing on my own personal growth and development, I become better equipped to fully serve others and model the way.

Construct a Collaborative Community: By strategically connecting with a community of like-minded people, I create synergistic relationships that maximize all our results.

Construct Content: By creatively developing resources and experiences that provide meaningful growth and improvement for others, I impact lives, communities and organizations.

Construct a Platform: By effectively leveraging my community and content with integrity and authenticity, I expand my reach and influence to a greater audience.

Construct Ascending Leaders: By regularly sharing myself and my content with my community and beyond, I develop leaders who are encouraged and equipped to make a difference in their world.

Scorecard for Success (how do I know I'm hitting my target)

Construct Myself: By intentionally focusing on my own personal growth and development, I become better equipped to fully serve others and model the way.

- Intellectually – read books, blogs and newsletters; listen to audio programs and podcasts; watch video programs and webinars; and attend uplifting and encouraging events.
- Physically – reach and maintain a healthy weight, make healthy eating choices, and exercise regularly.
- Spiritually – stay plugged into a worship community, pray, and read the Word and other uplifting works.
- Relationally – grow and improve as a husband, father, grandfather and friend.

Construct a Collaborative Community: By strategically connecting with a community of like-minded people, I create synergistic relationships that maximize all our results.

- Networking - stay connected with communities of people who share similar passions, including the John Maxwell Team and the Igniting Souls Tribe, as well as other like communities.
- Taking Counsel - meet at least quarterly with a personal advisory board consisting of strategically selected members who challenge me, support me, keep me grounded, and invest their lives into mine.
- Tribe-Building - continuously build my tribe, the Ascending Leaders Community.
- Connecting - hold a monthly meet-up for local members of my tribe to come together and be lifted by each other's supportive energy.

Construct Content: By creatively developing resources and experiences that provide meaningful growth and improvement for others, I impact lives, communities and organizations.

- Resources – create resources (written, audio, video) for use in and complimentary to my programs, coaching and speaking, that provide value to those who receive and use them.
- Speaking – develop presentations that combine my experiences with current events and a knowledge base that connect with my audience so they will be both educated and entertained.
- Programs – create presentations, handouts and exercises for mastermind groups, workshops and seminars on leadership and personal development topics that are thought provoking and conducive to growth.

- Coaching – develop semi-structured guided program experiences to complement the non-structured coaching process.
- Events – create materials for use in a live experience that will provide attendees with reusable resources after the event is concluded.

Construct a Platform: By effectively leveraging my community and content with integrity and authenticity, I expand my reach and influence to a greater audience.

- Website – refine, update and optimize my website to keep content current and relevant, and to serve as a distribution channel for my resources and services.
- Blog/Newsletter – produce written materials that provide value and encourage interaction and sharing by the recipients.
- Digital Media – produce audio and video materials that expose the audience to me and my programs, encouraging them to seek out further interaction and contact.
- Social Media – actively use social media to disseminate content and to engage in discussions with online communities using Facebook, LinkedIn, Twitter and Google+.
- Borrowed Space – secure invitations to provide guest posts, interviews and media appearances in order to reach an audience I wouldn't otherwise see.

Construct Ascending Leaders: By regularly sharing myself and my content with my community and beyond, I develop leaders who are encouraged and equipped to make a difference in their world.

- Encouraging – provide programs and an on-line community where individuals feel safe to share their experiences and explore them in a collaborative and supportive environment.
- Equipping – through mentoring, training programs and speaking engagements, provide resources and information necessary for individuals to expand their knowledge and influence.
- Empowering – coaching individuals or groups to engage in a process of self-discovery that provides increased clarity and true transformation, and delivering a one-day live event that unleashes passionate leaders back into the world.

My Six Pack

Worldview (*What I Believe*):

- I believe there is one true God, all knowing, all seeing, creator of all there is, and that He is in control of everything.
- I believe America is the greatest country on earth, with a deep responsibility to those who serve her, and those she serves.
- I believe family is those who are most important to each other, whether related by biology, law, or choice.
- I believe in destiny, that there is a reason for everything, and that we may not always know or understand the reason.
- I believe that everyone can be successful if they are willing to make the choices, sacrifices and commitments necessary to reach it.
- I believe that faith is the most powerful force in existence, and that with faith we can overcome anything.
- I believe that I have the ability and the responsibility to change other's lives for the better.
- I believe in the golden rule, and that what goes around comes around, so it is incumbent on me to put good out.
- I believe I am a child of God, called upon to achieve my full potential in order that I can be an example, mentor, and guide for others.

Identity (*Who I Am*):

- I am husband to Sharon, her lifelong partner, best friend, provider and protector.
- I am father to 4 daughters, a loving and supportive example, teacher and guide.
- I am a grandfather, extending my love and influence to another generation.
- I am a son who desires to make his earthly parents and heavenly father proud to call me so.
- I am a loyal friend to a few who share values and exhibit similar character.
- I am a servant to God, my country, my community, my family, and those in my charge.
- I am a leader who strives to add value to others so that they can be more, do more, and give more.
- I am a catalyst for change, with a focus on helping others to find improvement and greater levels of accomplishment.
- I am a guide who helps others to expose their own pathways and discover their own solutions.

- I am a teacher and mentor who willingly shares my knowledge and experience in order to help others learn and grow.
- I am a messenger, willing to share insight, introspection and information with the intention of helping the audience to think and expand.
- I am an author of works both written and as yet unexposed, who desires to provide resources and encouragement to others through my words.
- I am a lifelong learner with a strong desire to absorb and continuously improve.
- I am a collector of information and data who thoughtfully processes the input (strengths finder Input).
- I am a transformer who focuses on strengths as a way to achieve excellence (strengths finder – Maximizer).
- I am stimulated by historical facts and their relevance in the present and future (strengths finder – Context).
- I am insightful and philosophical, characterized by my intellectual activity (strengths finder – Intellection).

Principles (*What I Value*):

- I value God's commandments and my personal relationship with Him.
- I value my country, those who serve, fight and die for her, and the symbols that represent them and her.
- I value my family and our unconditional love and support for each other.
- I value my character and the knowledge that I will do the right thing in spite of what the masses would do or think.
- I value the truth always, even when it is painful or difficult to speak or hear.
- I value my duty to meet my obligations and to be answerable for my own actions.
- I value the golden rule, respectfulness, courtesy, and doing a good turn daily.
- I value faithfulness and commitment to those who deserve it, and those who exhibit it.
- I value doing your best in everything you undertake, signing your work with excellence.
- I value the ability to overcome fear and face challenges, and to hold to my values in the face of adversity.
- I value those who know we all have more to learn, and that there is always someone who knows more ahead of us.
- I value the ability to worship as I please, speak openly, move without restriction, and determine what I value by my own choice.

Passion (*What I Love*):

- I love God and knowing that God loves me.
- I love my country and am proudly and unashamedly a patriotic American.
- I love my wife, daughters and granddaughter, and am grateful that I am able to share in their lives.
- I love making a difference in the lives of others.
- I love modeling the way for others and helping them to grow and succeed.
- I love learning new things and experiencing the growth that comes from applying the new knowledge.
- I love teamwork and relationships that produce fruitful results for everyone.
- I love being part of a larger community of people who share my values and desires.
- I love worship and the feelings of hope, joy and peace that it provides me.
- I love achieving a goal or completing a project when I know I have given it the best I have to give.

Purpose (*Why I Live and Work*):

- I work to provide the means to live.
- I live to provide for and serve my wife, daughters and granddaughter so that they can experience life fully.
- I live to experience life fully, developing myself intellectually, physically and spiritually so that I am able to fulfill my purpose.
- I live to help others discover their own dreams and purpose, breaking free of the constraints that life and society have placed on them.
- I live to help others discover their potential so that they can sign their work with excellence.
- I live to make a difference in the world, and to help others do the same.
- I live to create a legacy that will impact and influence others after I have been called home.

Process (*How I Will Do It*):

- I will do it by preparing and achieving my Playbook of Productive Action (POP).
- I will do it by holding myself accountable, and asking a few trusted people to do the same.
- I will do it by reflecting on my dream, knowing that it will only come true if I do.
- I will do it by living out my OPUS.