



Intentional Congruence

By Travis Ray Chaney



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Building a Better Life and Practice for Financial Advisors

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The central idea of intentional congruence is that everything you do should connect with something else that you do in order to get maximum benefit from the limited resources you have.

Intentional Congruence: two words that maybe you've never seen together before. Intentional means doing things with a plan – you have a purpose and a goal that you're working to meet. Congruence is bringing things together in agreement, harmony and compatibility.

So what does it mean when you put those two concepts together, especially in the entrepreneurial world?

You're simply trying to create a systematic plan to make all of the activities in your life mutually support each other. If you want to multiply your focus, you can be involved with one key activity spread over several different areas so that you get multiple benefits from it.

The central idea of intentional congruence is that everything you do should connect with something else that you do in order to get maximum benefit from the limited resources you have. Everyone has a limited amount of time and energy in which to invest ourselves and accomplish our goals. How you leverage those resources will determine your success and the return you get.

GEOMETRIC PROGRESSION

One way we can maximize and optimize our time and energy is to ensure we are multiplying ourselves in as many ways as possible. The way to do this is to make connections between what

you do instead pursuing ideas in isolation. For example, if you run a real estate company and want to start a new business, locate your office in a complex that you own – that way the rent money goes back into your own business.

A couple more examples may be helpful here. If you're an expert in a subject area and have a chance to teach at a local college, you'll get to pursue a topic you're passionate about while building credibility for yourself as a professional, so this would be a great use of your time and energy.

Or, if you want to spend some of your free time learning to play golf, you may be able to put that time investment to good use by conducting business in a more relaxed atmosphere on the golf course.

CONNECT THE CIRCLES

Think of it like this. Draw a circle in the middle of a piece of paper and write your name in it. Then draw more circles around the center circle and write inside each circle the area of your life that it represents – your family, your business, your volunteer efforts, your community involvement, another business you own, etc.

As you're writing down your categories, focus on what drives your passion and productivity. When you are at your highest levels of passion and productivity, your satisfaction level is typically high.

The idea is that as many of the circles should be connected as possible. The more circles that



connect to each other, the more benefit you're getting from your injection of time and energy. You're getting more return on investment with less energy per area.

The fewer circles that connect with each other, the less benefit you're realizing – you're working in a solitary format.

Here's a good analogy – if you're going to the grocery store for milk, you should also pick up the bread and the eggs while you're there instead of making three separate trips. That way, the cost of the mileage is spread over all the items instead of just one item.

Intentional congruence works the same way, except you're making the best use of your time and energy instead of mileage.

One more example: if you're a dad interested in sports and want to contribute to your community, it makes sense to focus your efforts on the sports league your child is involved with. Volunteer as a coach or on the board of directors for your league. This way, you'll get to spend time

with your child doing something you both enjoy while you give back to the community.

BALANCE

As you work through this process, strive for balance and stay clear of extremes. Be aware that when you place more emphasis on one area, you'll be contributing less to another area. That's fine for a period of time as long as you and those in your circles are happy. If you start to feel out of balance, recheck your priorities.

Also make sure you communicate to those in your circles if your priorities have to change for a while. If you're preparing for a major event at work, for example, you'll naturally spend more time and energy there for a certain season. When the event is over, reassess your priorities to get back in balance.

Later, you may have some personal issues to tend to that could take away from your professional life for a time. It's natural for your balance to change – just be aware of where you're allocating your energy.



A Full Life

Intentional congruence can be a very powerful concept when you truly discover how to apply it. You will be able to take those areas where you have a core interest and figure out how to tie them in a broader way to your personal life, your social life, your community life and your business. It's really about energy management. Where do you want to put your energy, time and resources to maximize benefits for yourself, the people you love and the community you live in? To the degree that you can overlap and share those things, you can create a rich, full life without regrets.



Travis Chaney, CFP®, CMC™ CEO, Dynamic Directions

Travis Chaney was six weeks away from being fired for poor performance when he made the life-altering decision to reinvent himself and turn his life and practice around. Eight years later, he was in the top 1.5% of his firm in overall production and found he was living the life of his dreams.

Travis embraced his "BULLISH ON LIFE" attitude and began sharing his formula for success with other advisors. Travis and his team are ready to guide you step-by-step into your new life and practice!

Reach out to Travis soon to schedule a complimentary consultation. You can get in touch with him at travischaney@dynamicdirections-d2.com.

