

DOUG P R E F A C E

When Jim and I agreed to write this book together, I believed there were a couple of reasons that this made good sense. First, Jim has listened to or presented with me dozens of times. After some initial years of those joint presentations not going exactly as we hoped, we started doing more of a talk-show interview format. Jim would open with a case that would lead to my research. All of a sudden it was really fun to present as we went back and forth as Jim said “playing pickup.”

Jim has presented my research to more organizations and more groups than I have. My hope in creating this book with him is to capture what he learned in sharing my work in his own way. We come at this work from very different backgrounds and places.

While he has presented my work around the world, I have worked one-on-one with people and companies in intensive, sometimes long-term, consulting engagements helping these individuals and organizations become world-class. My hope for this book was to combine my research with the teaching and consulting lessons from both Jim and me. I wanted to share with you what I believe makes the difference between world-class and mediocre and what you can do about it.

That was my idea for this book — that by combining our experiences, we could make this information accessible and useful to you.



As you read, I hope you will keep that thought in mind. In the final chapter, I share what I learned writing the book, and it might be the most important lesson of all.

My objective is to make what I learned accessible to you, to invite you to give it consideration, and do what *you* feel. The only way I know to do that, what I have done in my writing, is to tell you almost exactly what I say to someone with whom I am working one-on-one.

What I hope you will *feel* reading the book is my love for what I do. I love the puzzle, the inquiry, the listening, the late-night conversations with world class performers or those still striving. I love watching people feel how they want to feel, especially when I helped them find it. Nothing is more important to me, nothing calls to me louder. In the book *Seeing is Forgetting the Name of the Thing You See*, author Lawrence Weschler describes Robert Irwin as “an artist who one day got hooked on his own curiosity and decided to live it.”

My wish for you is that you feel the call that is yours and then answer it. I hope this book helps you do so more easily.

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Gainesville, Florida
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