

## THE CRITICAL NEED TO



# REFOCUS

Over the holidays, leading into the new year, it seemed appropriate that I had my annual appointment with my eye doctor. He has been my doctor for decades, and as a result, has shared in many of my grand visions over the years...from an optometric viewpoint, and – perhaps more importantly – as a friend and supporter. As we visited during my exam (New Year, New Visions), we got to the part where he uses the ‘phoropter.’ The phoropter is a rather imposing, but ultimately friendly, device that measures refraction, or how a lens should be curved and shaped to correct/improve your vision. It determines eyeglass prescriptions, as well as if you have vision issues like nearsightedness, farsightedness, or astigmatism.

You may know it better as the giant eyepiece where the doctor drops in various lenses, while continually asking and rephrasing:

“Better? Or worse?  
Clearer now? Or fuzzier?  
The first one? Or the  
second one?  
Stronger? Or weaker?  
Can you read the bottom line?”

And while I am pleased to report that he was able to continue getting me to 20/20 vision and that my eyesight has held fairly steady for some years now, the process of the exam provided a new analogy that caused me to see my life and career through a different set of lenses.

Apart from my eyesight, I realized that my life and elements of it – as for many others

- seem to have gotten fuzzier and less clear over the past several years. Certainly, our world continues to change around us. Some of it a natural evolution of our profession and respective ‘communities’; some of it impacted by circumstances and relationships beyond our control or understanding. And all of it capable – intentionally or unintentionally - of blurring our grand visions on any given day.

I pictured myself in the eye exam and imagined if each lens represented a different element of an event, or life in general, with the optometrist asking his questions after each, causing me to assess and refocus on each one individually:

Volunteers...  
Creative Programming...  
Decorations...  
Reserves and resources...  
Marketing...  
Board...  
City Relationships...  
Staff...  
Sponsors...  
Media...  
Family...  
Friendships...  
Work / Life Balance...

Insert your own answers (or additional lenses) as you do your own exam...

“Better? Or worse?  
Clearer now? Or fuzzier?  
The first idea? Or the  
second one?  
Stronger? Or weaker?  
Surer now? Or uncertain?”

And, finally, “Can you read the bottom line (balancing both near and farsighted visions) and is everything better than before?”

To keep our lives and events crystal clear, relevant, joyful, creative, rewarding, and sustainable, we must make the time, on a regular basis, to refocus. Refocus on the many components and programs and relationships that keep us successful and differentiate us from the pack. Refocus on being the best that we can be; the happiest that we can be. Refocus on the visions that inspire us; motivate us; and drive us. And then to make the proper adjustments to each element, that will ensure the greatest return as we work to achieve that perfect picture in our mind. Because when our visions align with reality, the lives and ‘communities’ that we are able to touch, and the positive memories that we are able to create for so many others, are reflected and expanded like the colors of a prism in the results that we are able to achieve, without having to resort to the proverbial ‘rose-colored glasses.’

I invite you - and all those important to making your visions a reality - to join your global peers for the 67th Annual IFEA Convention, Expo & Retreat (September 29th – October 1st, in Pittsburgh, Pennsylvania, USA) and to make that important investment to Refocus; to learn; to imagine; to share; to fine-tune; to expand your horizons; and to remember those grand visions that inspire you the most.