

Journey to Success in Business and in Life

Lessons Learned Along “The Way”



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“The journey to greatness often begins the moment our preferences for ease and comfort are overpowered by our deep desires for challenge and contribution.”



- The *Camino de Santiago* is a 500-mile pilgrimage from Saint-Jean-Pied-de-Port in France to the cathedral in Santiago de Compostela in Galicia, Spain.
- Most guidebooks suggest taking 35 days to complete (including two rest days). I planned on taking 26 days with no rest days.
- I decided to walk an additional 50 miles to reach the “end of the world” (the ocean).
- The *Camino* became popular with Americans in 2010 with the release of the movie *The Way*, but it’s been walked by millions of people for more than 1,200 years.

Do You Like Going for Long Walks?



“

“... pilgrimage — a transformative journey to a sacred center, full of hardships, darkness and peril.

In the tradition of pilgrimage, those hardships are seen not as accidental but as integral to the journey itself.

Treacherous terrain, bad weather, taking a fall, getting lost — challenges of that sort, largely beyond our control, can strip the ego of the illusion that it is in charge and make space for the true self to emerge.”

PARKER J. PALMER

A physical journey with a spiritual intention.



What Was My “Why?” (My Intention)



1 Transformation.

2 AC/BC.
(After Camino/Before Camino)

3 Blaine 2.0.

Pay Attention to Your **Intention.**

Listen. To Yourself. To Your Customers.

People are telling you all the time what they want.

Give them what they want. **Value.**

Don't give them what they don't want. **Empathy.**

"Sell like you live here." **Trust.**

Day 1 — Crossing the Pyrenees



Day 2 — Fleming and the Aussie Sisters



I.Have.Had.It!

Find another gear? Ask for help?



“Be a lamp, or a lifeboat or a ladder. Help someone’s soul heal. Walk out of your home like a shepherd.” – Rumi

Buen Camino



Day 12 — Sometimes People Are Jerks



“An eye for an eye only ends
up leaving the whole world
blind.”

- Mahatma Gandhi

He didn't need to change.

I did.

He was there to show me this.

Day 20 — Sometimes I'm a Jerk

JACKI:

Hi Honey. Thanks for the update. Can we possibly talk today?

BLAINE:

It's pretty late here. What about tomorrow, or can it not wait?

JACKI:

That's fine.

JACKI:

I'm taking Mom home anyway. Dad is in the hospital — in hospice.

BLAINE:

Can I call you in a few minutes? I probably have to be off the phone in a half hour. Hostel rules. Or we can talk anytime tomorrow. I'm sorry, Honey.

JACKI:

I'm driving Mom.

Day 21 — Even The Sky Cried



How You Handle Adversity Can Either Define or Destroy You



The Sun Eventually Comes Out



Different Paths



Different Vehicles



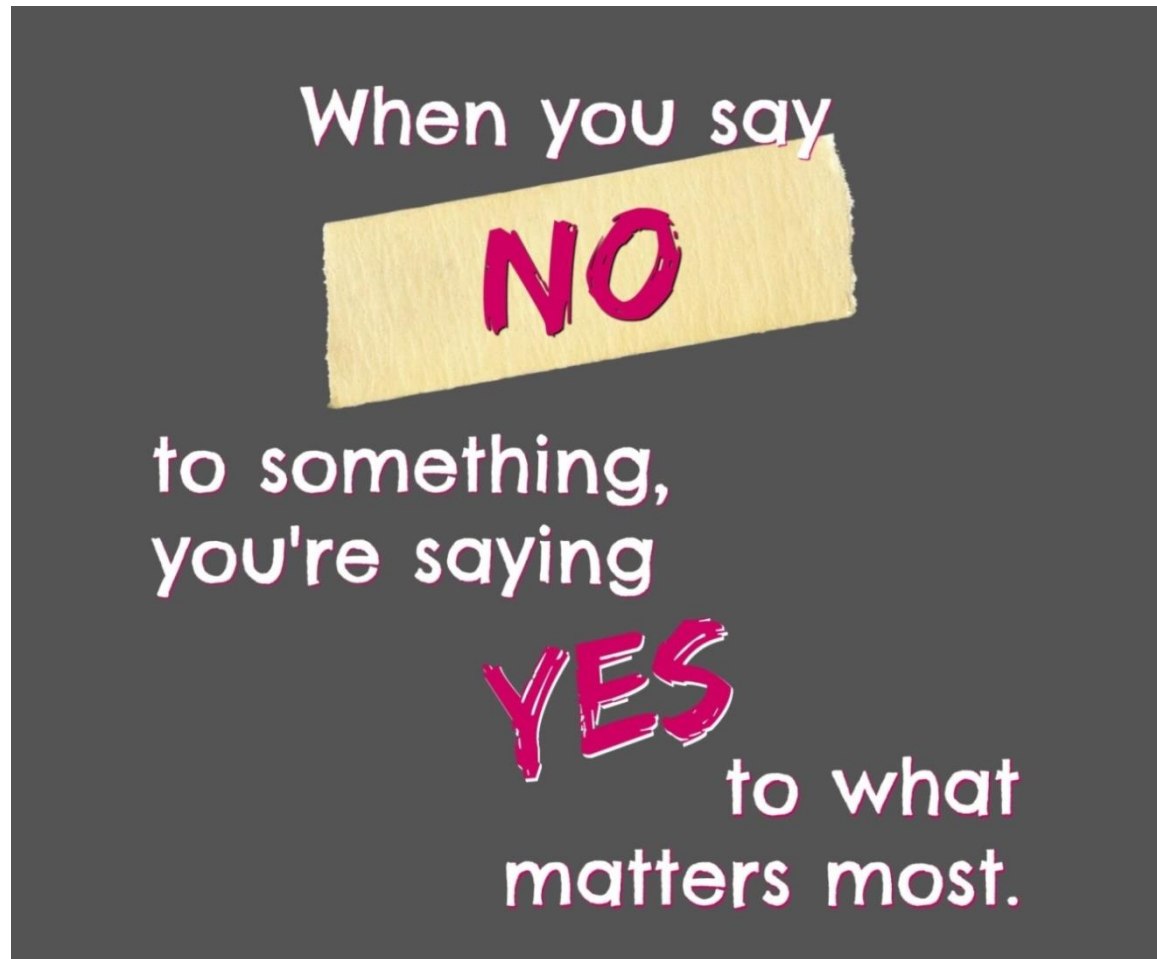
The Journey Requires Transformation



1. Plans Are Nothing, Planning Is Everything.
2. Be Efficient *and* Effective.
3. Under Promise, Over Deliver.
4. Pay Attention to Your Intention.
5. Listen So People Will Talk, Talk So People Will Listen (Drift Catchers).
6. Provide Value (Give People What They Want).
7. Show Empathy (Don't Give People What They Don't Want).
8. Be Trustworthy (Sell Like You Live Here).
9. Find Another Gear.
10. Ask for Help (We Need Each Other).
11. How You Handle Adversity Can Either Define or Destroy You (Pain Is Mandatory, Suffering Is Optional).
12. Success Includes Subtraction.

The Formula for Success Includes Subtraction





Do *You* Like Going for Long Walks?





THANK YOU

I'd like to connect with you

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