Journey to Success in Business and in Life
Lessons Learned Along “The Way”
“The journey to greatness often begins the moment our preferences for ease and comfort are overpowered by our deep desires for challenge and contribution.”
Some Details

- 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?
What’s a Pilgrimage?

“... 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
This Definition Works for Me

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.
Important Habits

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
Heading to Pamplona

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
Good Journey

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.
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
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
When you say NO to something, you're saying YES to what matters most.
Do *You* Like Going for Long Walks?
Buen Camino!