

# SERVING WITH INTENTION — A CASE STUDY

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# What does it mean to be intentional?

Being intentional is a way of thinking that is committed, purposeful, and deliberate.

When you are intentional, you choose to make decisions and take action on what's important to you.

Being intentional means getting clear upfront about what you want to achieve.

# SCHWARZENEGGER



ARNOLD TALKS ABOUT:

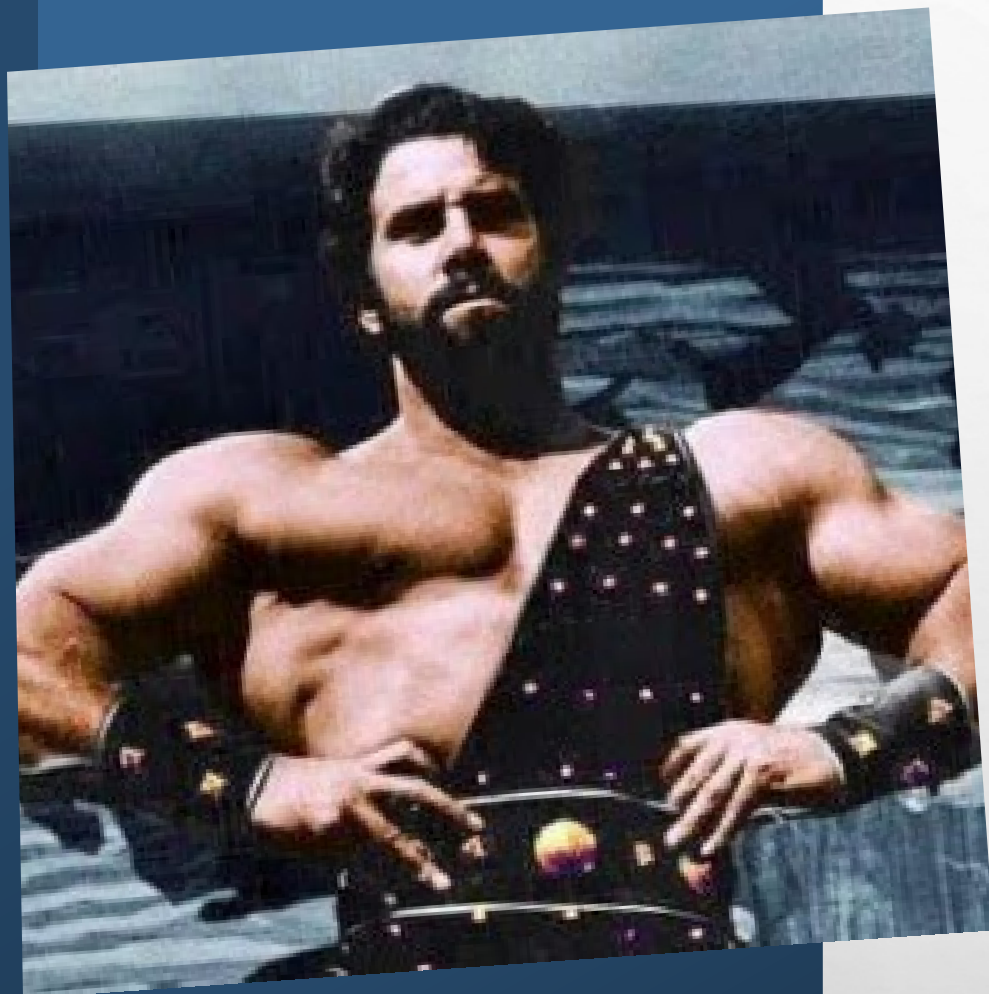
# VISION

BUT HIS MESSAGE IS ONE OF:

# INTENTION

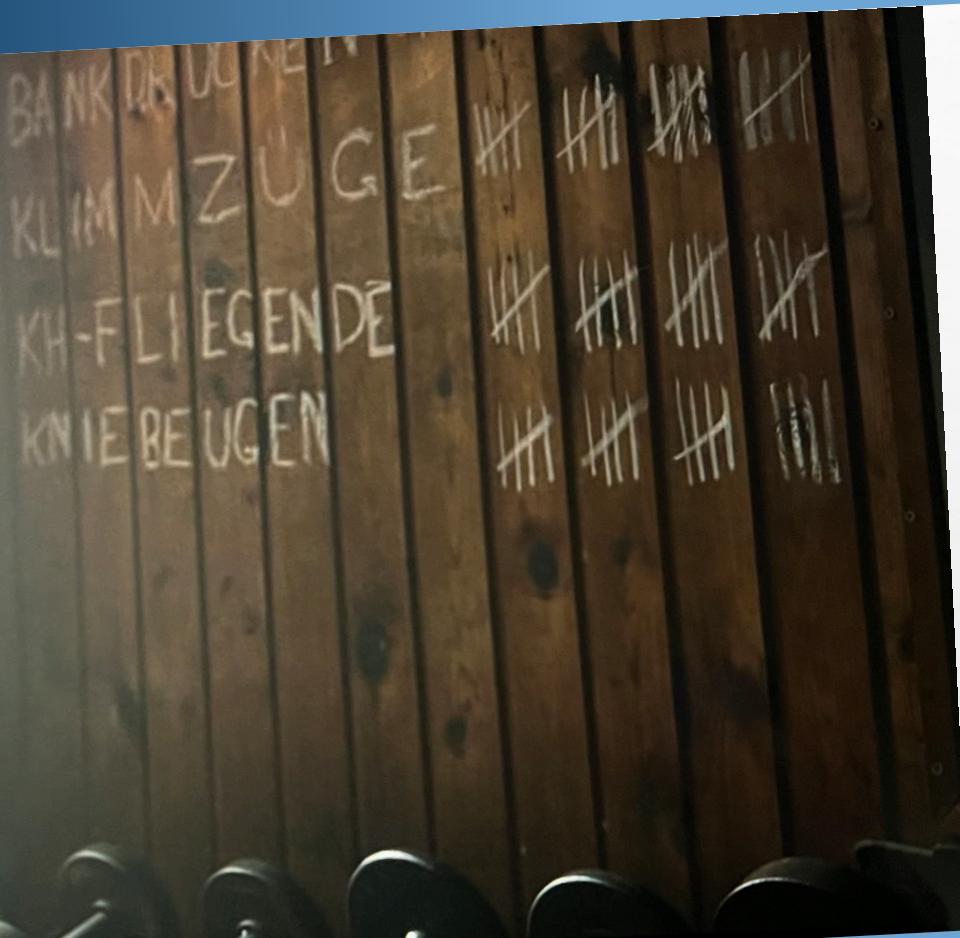
# HOW CAN WE BE INTENTIONAL?

1. GATHER INFORMATION
2. SET GOALS
3. BUILD COMMUNITY
4. DEFINE BENCHMARKS & MEASURE PROGRESS
5. CELEBRATE VICTORIES & LEARN FROM FAILURES
6. BE TENACIOUS
7. LOOK TO THE FUTURE



Reg Park as Hercules

# 1. GATHER INFORMATION



# 2. SET GOALS



# 3. BUILD COMMUNITY



# 4. DEFINE BENCHMARKS & MEASURE PROGRESS

Year	Finish	Prize Money
1969	2nd	None
1970	1st	\$1,000
1971	1st	\$1,000
1972	1st	\$2,000
1973	1st	\$750
1974	1st	\$1,000
1975	1st	\$2,500
1980	1st	\$25,000





# **5. CELEBRATE VICTORIES & LEARN FROM FAILURES**

# **6. BE TENACIOUS**

# **7. LOOK TO THE FUTURE**

**BEING INTENTIONAL IS HARD WORK**



**EVERY DESTINATION INCLUDES A JOURNEY**



**SERVE WITH INTENTION**