



## Shaping Your Future

*What you can do to bring the future back to today.*

by [Andrew Cooke](#), [Blue Sky GPS \(Growth & Profit Solutions\)](#)

In the current business environment leaders are subject to increasing demands on their time, requiring faster responses, with less information in shorter time-scales. In this age of infinite information and endless distraction, it's easy to spend an entire day reacting and responding to what others want as opposed to what we want or need to do.

Here is a question for you. Do a quick calculation of the percentage of time you spend responding to things in a typical day (answering email and phone calls, etc.). Compare this with the percentage of time you spend initiating actions. Where do you spend most of your time? In most cases, reactionary time greatly outweighs proactive time.

The problem is that you spend most of your time dealing with the past in the present, making it difficult to prepare, plan and act for the *future*. And it is what you initiate today that will shape the future. It might be a conversation that leads to a new friendship, sharing an idea that leads to a new product or service etcetera. Your ability to create a positive charge for others is almost directly proportional to the amount of time you can spend initiating instead of responding.

Leaders look to the future, deal with people, and lead change. So, with your team, allocate time to reflect and look to the future to determine what you can and need to initiate that is aligned with your purpose and goals. Talk with others, and encourage your team to do the same, to gain insights into their perspectives and thoughts and to start the process of developing opportunities for the future. Look to initiate rather than respond, this will help you to be proactive and to take control of the future for yourself.

### **About Andrew Cooke and Blue Sky GPS (Growth & Profit Solutions)**

#### **Andrew Cooke**

*An experienced executive coach, business facilitator, and management consultant Andrew has more than 25 years' national and international experience, working across a range of industries and businesses. He is*



*passionate in helping people, teams and companies to unlock their individual and collective potential, enabling them to achieve their personal and business goals and, in turn, to help them unlock the potential of others.*

*Andrew has extensive experience in dealing with both blue-chip and start-up companies, and has had extensive international experience in the UK, the Middle East and Ireland across a range of industries.*

*He has post-graduate business qualifications with a Master's in Business Administration (MBA) from the London Business School.*

**Blue Sky GPS (Growth & Profit Solutions)**

*Andrew runs [Blue Sky GPS \(Growth & Profit Solutions\)](#), working with individuals, teams, groups and corporate so they can unlock their potential, that of others, and create a life and a job they love and choose to lead.*

*Through customized development programmes using experiential learning, backed by group workshops, individual one-to-one coaching and on-going support the individual and group development needs are addressed, the skills and capabilities are unlocked and the people can grow and achieve both personal and business outcomes on a sustainable basis. His blog, Growth and Profit, can be found at <http://growthandprofit.me>.*

*To find out more about this visit the [GPS website](#) or contact Andrew at [andrew.cooke@business-gps.com.au](mailto:andrew.cooke@business-gps.com.au) or on +61 (0)401 842 673.*