

# Climbing Every Mountain

By Melissa McGavick, WBN Cranberry Chapter Member, WBN President of the Board 2009 -2010

Happy New Year, Everyone! Every time the calendar turns people get all fired up about what they're going to do with the New Year. Lose weight, stop smoking, finish the undone projects, start something new, whatever it is most people have already quit trying by the third day. We get discouraged because we stumbled on some little aspect of a huge task. If you're a two-pack-a-day smoker and sneak one on day three, you haven't failed you succeeded at least 40 times the last two days. If you're trying to exercise more and just can't get out of bed on day three (probably because of lactic acid build up in your muscles) congratulate yourself on making it through two days. Sometimes we need to work up to big tasks. So often I see people I'm coaching get frustrated because they think missing one day on a big goal is the end of the whole thing.

Let me share an example with you. Did you know that if you attempt to climb Mount Everest you don't just climb the mountain once? You may climb parts of it numerous times before you make your final ascent to the top. Most of us live fairly close to sea level. The higher up you climb the thinner the air it and the harder it is to breath for people so used to oxygen rich air. To prepare for the thin air, climbers acclimatize themselves through a process. They start out on a 10-day trek to base camp. Base camp is above the tree line, so the air is already thin (17,000 feet). The first climb is to the first camp (19,000 feet), and then right back down to base camp. The second climb ends at the second camp, and right back down to base camp. The third climb is to the second camp again, then to the third camp (23,500 feet), only to return one more time to base camp. Finally when the body is ready for it (and the weather permits) they go for the first summit attempt. It may take several tries to reach the "top of the world" at 29,028 feet above sea level. After that the next part is just as dangerous, the descent claims more victims than the ascent. The whole process is close to two months long even for the most experienced. Because of unpredictable weather, some climbers have to come back the next year and start the process all over again.

So how do they keep going? Climbing a mountain is physically and mentally much more grueling than making the calls, following through and doing the stuff we do every day in our businesses. There is a three-part answer.

The first part of that answer is they prepare ahead of time for everything they need. They think of every item they need to survive if the trip goes perfectly but they also bring the things they will need if it doesn't go exactly the way they envisioned. They even pay people to help carry what they'll need. In your business, that may mean outsourcing things that you know are not your strong suits. If it is a personal goal, it could mean paying for professional help, like a trainer, hypnotherapist or medical advice.

The second part is they don't climb alone. They get help. They are part of a team of like minded individuals who have tied their success together. They help each other up when they fall and cheer each other on as they succeed. If it is a personal or business mountain you are seeking to summit, get a partner. Find someone on the same path as you. You may have to reach outside of the area to find someone with the same goals as you. With so many social groups online it will be easy to find someone who has dreamed of cresting that same peak.

The third is thing they do is keep their goal right in front of them every day, all day. So how would you apply that technique in your own business and personal life? Make a visual representation of your goals and put it where you can see it. It can be on your computer screensaver, or a poster on the wall across from where you sit (frame it if you want to get fancy), copy it and post it inside your closet, beside your bathroom mirror, on the refrigerator, even and put a mini copy on the dash board of your car. I have one on a coffee mug that I carry with me.

So as we get ready to kiss goodbye to one year and greet another with open arms, put your boots back on and start climbing from base camp to the next camp.

See you at the top!



**About the Author:** Melissa McGavick is President of McGavick Interactive Training, and a professional public speaker. Typically she works with successful business people who want to develop their public speaking and communication skills, leadership potential, and sell their ideas or products more effectively. She can be reached at by phone at 412-400-3414. More information is available at [www.mcgavick.net](http://www.mcgavick.net).

Melissa has served as a Chapter Rep and Chapter Chair of the Cranberry WBN chapter, chaired ten different WBN committees, served as both Vice-President (2008-2009) and President (2009-2010) of the WBN Board of Directors. In 2008 she was selected as the WBN Woman of the Year. Melissa has also served in the top leadership positions in four other non-profit organizations, including the Pittsburgh chapter of the Downtown Women's Club, Women Entrepreneurs in Business, Women Think P.I.N.K., and Toastmasters International District 13.

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