



MAGUS CONSULTING

Reclaiming  
Leadership  
eGuide

# Management by Intention

**An Intuitive Leader's Guide to Getting Ahead in Business,  
Making a Difference and Having a Life!**

By Dana Theus, Magus Consulting

**SAMPLE**

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## Are you a Leader?

Leaders are called executives, managers, entrepreneurs, moms, dads and you. Their title isn't what's important it what they *do* in the world that matters. If you wake up every day determined to bring a better world into being and dedicating a good portion of your energy to doing so through your work with other people, then you're a leader. Leadership isn't a function of a title or bestowed authority (which can be easily taken away), it's an attitude and disposition. Thank you for stepping into your leadership power. The world needs you.

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## What is an intention?

**Intentions are descriptions of a desired future state that provides intuitive and meaningful guidance for living into them. Intentions have a unique ability to create change in the world.**

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## Executive Summary

Leaders at all levels struggle with setting goals that motivate their organizations to action. Today's economy moves so fast that sometimes setting goals seems pointless when the situation keeps shifting under your feet at every turn, the details become overwhelming and the stress builds to epic proportions all too often. And yet, we don't give up. We still want to get ahead. We still want a life. We still want to change the world. And we can.

Intentions open you and your staff up to greater creativity and innovation in dealing with the curveballs, which can lead you to better outcomes. In a business context, the process of setting intentions with a group can help you identify new business strategies and plans.

What is an intention? Intentions are descriptions of a desired future state. You can intend anything. If you can imagine "it" being true in the future, you can set your intention on "it." There are slight differences between personal intentions and group intentions, and what makes them both powerful. InPower leaders use both to accomplish meaningful things.

Setting intentions – in both a personal and group context - is a two-step process whereby you first identify what it is you want to focus on (and it does require focus), and then develop a powerful intention statement that describes precisely what you seek to achieve. It is the meaning behind the words that matters and it is the leader's responsibility to capture, communicate and continually reinforce that meaning to keep the intention alive as a guiding concept – for themselves personally and for their team.

**Intentions work** because they reorient us to our world and reframe our present situation in light of the desired future, which highlights obstacles and opportunities previously unseen. They align our energies, personally and as a team so we become focused.

## About the Author: Dana Theus



As a leadership consultant, facilitator and coach, I help my clients access their power to step boldly into the future, to master the dynamics of change and transformation and to direct their energies towards changing the world for the better.

I've spent my entire 25-year career helping organizations and leaders succeed as they venture into new territory, both as an internal executive and as an external objective advisor, working inside and alongside fortune 100 companies, entrepreneurial startups, government agencies and non-profits. Through my experience spanning international government affairs, marketing, strategic planning and leadership coaching I've watched the patterns of organizational success carefully. Here's what I've learned: it's not the quality of the idea, mission or market, but the focus and intention of the people who pursue them that determine success.

Are you changing the world through your work? I would be honored to help you and your organization step into your power. Please contact me:

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### **Mastery Statements – A Special Kind of Intention**

Intentions are powerful motivators of change but to get to the level of transformation we need to go deeper and look farther. Personal Mastery Statements are special intentions purposefully designed to push us into uncomfortable territory where we can see more clearly what is blocking our progress. Learn more at [www.reclaimingleadership.com](http://www.reclaimingleadership.com).

# WORKSHEET: Setting Personal Intentions

What is an intention? Intentions are descriptions of a desired future state.

## Step 1: WHAT TO FOCUS ON? (Taking Stock)

1. Write down some "I am \_\_\_\_" statements that describe how things are in your life (ref. p XXX). Cover all areas - work, family, friends, personal interests, health, spirit, all of it.

I am \_\_\_\_\_ . I am \_\_\_\_\_ .

I am \_\_\_\_\_ . I am \_\_\_\_\_ .

I am \_\_\_\_\_ . I am \_\_\_\_\_ .

2. Put a Star (★) next to the "I am" statement above that feels like the most important thing to improve on in the next 1-6 weeks.

## Step 2: SETTING THE INTENTION

**To receive the entire eGuide**

**DOWNLOAD IT HERE:**

**<http://ht.ly/5mmYg>**

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**Intentions Are Always:**

**Positive**

**Present tense**

**Emotionally meaningful**

**Specific about What**

**Specific about When**

**Ignoring the "How"**

*(details on page 12)*

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