

## I Gotta Be Me

February 2012

At a recent quarterly meeting of my business colleagues, the kick-off keynote address was titled, “Purpose and Positioning – Why You Do What You Do” and the song, “I Gotta Be Me” by the late Sammy Davis, Jr. was played front and center. For the three days of meetings, that “catchy” tune was always with me. I’d find myself humming it when I’d least expect it and I continue to do so, now.

On returning home, I pulled up the lyrics to study them in their prose:

*Whether I'm right, or whether I'm wrong  
Whether I find a place in this world or never belong  
I've got to be me, I've got to be me  
What else can I be, but what I am*

*I want to live, not merely survive  
And I won't give up this dream  
Of life that keeps me alive  
I've got to be me, I've got to be me  
The dream that I see makes me what I am*

*That far-away prize, a world of success  
Is waiting for me if I heed the call  
I won't settle down, won't settle for less  
As long as there's a half-a-chance, I could have it all*

*I'll go it alone, that's how it must be  
I can't be right for somebody else  
If I'm not right for me  
I've got to be free, I've got to be free  
Daring to try, to do it or die  
I've gotta be me*

*I'll go it alone, that's how it must be  
I can't be right for somebody else  
If I'm not right for me  
I've got to be free, I've just got to be free  
Daring to try, to do it or die  
I've gotta be me*

What does it say about us as individuals; as leaders; as those striving to reach new goals?

Bottom line: BE YOURSELF, BE AUTHENTIC, FOLLOW YOUR GUT and DON’ T SETTLE FOR LESS than your full potential. As you work to apply that to your business, success will come when you can find your true self; capitalizing on those strengths that you can bring to your clients to create value.

So go out and BE YOU! ... and it helps to hum along, too.