



Leadership AND Life Planning

Herb Rubenstein '74 for OΔK

June 2
2022

You Decide Where to Go and Create
Your Path

Introducing Herb Rubenstein

- Author, *Leadership for Lawyers* – 2nd ed. ABA, 2008
- Litigator DC, MD, VA; Educator; Public Speaker, Professional Golfer, PGA Member
- Georgetown Law, LBJ School of Public Affairs, MPA
- CLE and CPE (Accountants) Presenter – Leadership, Ethics, Professionalism, The Future of the Legal Profession
- Founding Board Member Association of Professional Futurists
- Golf Technology and WEB 3 Cryptocurrency Investor
- Working on new book to improve the legal profession and the courts

How My Life Plan Unfolded and Continues

- Rubenstein – Member of first white family in Louisiana who worked for Black candidates running for office in 1964, now in 2022 – getting known in golf world so I can work for historically underrepresented and marginalized individuals to become golfers during their youth and as adults and possibly become golf professionals PGA members
- Lawyer – First law firm in 1984 in DC area where everyone who worked in the firm had a computer on their desk. Wrote first book on *Leadership for Lawyers* and now writing book on how to improve the legal profession and the courts
- Helped turn Colorado “Blue” 2004 – 2013; ran for U.S. Congress 2006
- Helping raise four grandkids and helping our two children, a social justice/poverty lawyer who runs a Foundation and a Rabbi, now the Chief Rabbi at Yale University, who started a new denomination of Judaism
- Left home at my own expense when I was 13 for one year to study to be a Rabbi
- Became financially independent through three jobs when I was 14 years old
- Graduated from three great universities (BA, DSS, MPA) on scholarship and turned down a full scholarship at Georgetown University Law Center and paid my own way for my JD
- First law firm I worked for was my own, first PBK and ODK key I saw was my own
- Four new books planned including my memoirs to be titled “*Winding UP*”

Dedication

- To the life of Frederick Douglass and to his biographer – Dr. David Blight, Ph.D. Yale University
- To John Gunn, Ph.D., Professor Emeritus, Economics, Washington and Lee University, who helped me get a Rotary Foundation Ambassadorial Scholarship for one year, fully paid, graduate study to receive a Diploma in Social Sciences at the University of Bristol, Bristol, England
- To those in attendance, the leaders for tomorrow
- When you do something worthwhile – dedicate it to someone
- Acknowledgement Strategy – First Lesson – Have one in Writing!

This is a “Life Planning Exercise”

- You will need: (Go over in reverse order)
 - A clear sense of what you want to accomplish in life
 - A creative mind that will write down possible paths to achieving what you want to accomplish for yourself and for others over the next 50 years
 - A computer or a pad of paper with pen/pencil to take notes and begin to sketch out the general outline of your 50-year plan
 - Today, you will not be making decisions, you will be making some plans that will help you reach your goals
 - A sense of flexibility as everything done today is “DRAFT” and will change
 - A sense of trust that this exercise could be helpful
 - A goal that your life will make a real difference in the life of others

Long Term Vision and Goals – Require a Path

- Ghandi – “There is no path to peace. Peace is the path to peace”
- Rubenstein – “There is no path to vision. Vision is the path to vision.”
- Three types of vision: – Forms your **IDENTITY**
 - **Short Term** – “Completing” tasks on time, on budget, in an acceptable manner
 - **Medium Term** – “Identifying” and being prepared for the “next big thing”
 - **Longer Term** – “Seeing” the direction(s) you want to go and visualizing the results of years of effort that you perform or lead others to perform
- You have mastered the “short term vision” or you would not be here
- Medium Term – Next decade-where, what, how, why, achievements
- Longer Terms – This exercise is really about – WHO ARE YOU?

How Frederick Douglass Did it

- Short Term – learned how to read, work, be strong physically, have abundant courage, set goals for the rest of his life, learned how to work with people.
- Middle Term – escaped from slavery at 20 years of age, learned how to write and speak brilliantly, work, earn money, learn how to set goals not only for himself but his people and the nation, learned how to lead, be resourceful and visionary
- Long Term – Ended slavery, promote expansion of suffrage, the most photographed American in the 19th century, spoke to more people than any other person in the 19th century, promote the fighting of a war against the South to end slavery (first public support - 1852, maybe earlier), promoted the truth of the Black man as equal to all other races, reduced racism, raised a family, earned substantial sums of money, was one of the most influential people in the 19th century

Short Term Vision Exercise – 3 MINUTES

- Step 1 in the: Leadership Road Map 1.0:
- Write down 5-10 things you want to accomplish by December 31, 2022
- Any surprises?
- Are you equally confident you will achieve each and every one?
- Which ones require the most help, support, change to accomplish?
- Now put a priority order 1, 2 or 3, by each one.
- Take a minute to reflect on this “draft” list of your short-term vision.
- List one key result or benefit to you AND others for each of the 5-10 items.

Medium Term Vision Exercise – 5 MINUTES

- Step 2 in the: Leadership Road Map 1.0:
- 2023 – 2032
- Generally, sketch out FIVE THINGS what you will be doing over this time period with general dates and include at least one “achievement” related to each activity - USE BULLET POINTS.
- ***IN THE FUTURE*** - For each activity, if you can think of an “alternative” path you might take to the one you have listed, list that one (like Medical School as an alternative to Law School!).
- Now put a “certainty quotient” by each activity –
 - 1 = very uncertain; 5 = very certain, and scale in between
 - ***IN THE FUTURE*** - Write an alternative to every 1, 2, or 3 certainty level.

Long Term Vision – The Point of This Session – 10 MINUTES

- Step 3 in the: Leadership Road Map 1.0:
- Repeat the “middle term vision exercise” for:
- 2033 – 2042 – THREE ITEMS
- 2043 – 2052 – THREE ITEMS
- 2053 – 2062 – THREE ITEMS
- 2063 – 2072 – THREE ITEMS
- ***IN THE FUTURE*** - List alternatives FOR EACH DECADE
- ***IN THE FUTURE*** - List at least one achievement related to each activity
- ***IN THE FUTURE*** - List certainty levels 1= very uncertain; 5 = very certain

Go Back and Add Notes to Your Long-Term Vision Exercise – IN THE FUTURE

- Dream bigger
- Be bolder
- Have more activities that require you to demonstrate great leadership
- Focus on what you can do for others, groups, nations, the world
- Make sure you develop your “human capital” consistent with your long-term vision – health, reading/learning/listening, writing, speaking, publishing, resources needed to accomplish your goals...
- Now for the last exercise

When Things Go Sideways

- Covid, for example
- In restricted times due to epidemic, personal illness, an accident, a recession, a setback of any kind
- You need to be agile, flexible, make the most of the time
- You can always – write a book, maintain relationships, plan your future course, be a leader, be a contributor to the best of your ability and show people you have a plan for when things get better – the essence of optimism

Tie All of This Together With A Theme

- WHAT IS YOUR THEME FOR YOUR LIFE -
- Douglass – freedom
- Rubenstein – large contribution and personal joy
- Blight – Explain how ***the greatest man*** to walk on American soil lived, thought, acted, persevered, believed, succeeded, failed (my view)
- Your theme must either be consistent with a global theme or you will have to turn the entire world around – so acknowledge the global themes that will help sweep you along to success
- Show how your theme is a theme you have had for a very long time or is it a theme you have just thought of to guide your life

Conclusion – Questions/Comments

- Your plan = your freedom
- Your theme = your identity
- Your actions create your reputation
- Your reputation facilitates others to want to work with you and be part of your team
- Your writings, speeches, blog entries, outward facing presence in the work helps others reach their potential
- You are here, so you are well on your way
- Your plan is your accelerator in a very fast paced world

Conclusion (Con't)

- Are you up to speed on Web3, Cryptocurrency, Distributed Autonomous Organizations, NFT's, Blockchain technology, the hydrogen revolution?
- What will you accomplish in your 60's, 70's, 80's and 90's that builds on your previous accomplishments?
- What will you help others accomplish starting **NOW**?
- What will be the key values in your life, key themes around which you are consistent regardless of what it is you are actually doing?
- Now reflect, what did you get out of this seminar – write down four things
- Thank you and let's thank Frederick Douglass and David Blight
- Have a brilliant conference and set “brilliant” as your **STANDARD**

THANK YOU!

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