



## Priceless Moments

**“Not everything that counts can be counted, and not everything that can be counted counts.”**

**Albert Einstein**

The above, was a sign that hung in Einstein’s office, at the Institute for Advanced Study in Princeton, New Jersey. This perspective illustrates that Einstein well understood the limits of quantification and the flaws inherent in thinking that counting alone is really all that counts. This is certainly a valuable lesson to keep in mind, as you take stock of the past year, as well as planning for 2010.

This year’s annual message is focused on appreciating those things in our life that ‘are priceless’ and in fact setting goals that may not be quantifiable, but that truly do represent what happiness and success are all about.

To begin with, if you haven’t already taken account of 2009, the following are a few questions that we would encourage you to not only think about, but document your answers to:

### 2009 Reflections:

1. What contributions did I make and to whom?
2. **What were the ‘priceless moments’ in 2009?**
3. What am I thankful for? (Particularly in a year of major economic upheaval)
4. How did I grow in the past year? Did I start each day with a positive anticipation & focus?
5. **Am I focused and clear on how to make 2010 ‘a great year’?**

In thinking about what you want to ‘celebrate &/or accomplish’ in the next 12 months, don’t lose sight of what contributions you can make to building a better world, in helping others or in raising your children. The past few decades have focused significantly on ‘material gain’ in our society and in a never ending pursuit of ‘more!’ Is this ‘more’ the ‘real rabbit’ we should be chasing?

As Albert Schweitzer put it – “Success is the not the key to happiness. Happiness is the key to success.” So what are the keys to ‘being happy’? American Psychologist magazine defined happiness as having the presence of some combination of the following three attributes:

1. *Autonomy* – the extent to which we have the ability to control our own lives
2. *Maintaining Connectiveness* – with others in the form of love of our families, our pleasure in friends and colleagues and an openness with those we meet in all walks of life
3. *Exercising Competence* – using our self motivated talents, inspired and striving to learn

So, as you head into 2010 – a new decade – a new beginning – take the time to think about what are the aspects of your life that are priceless and how you want to build upon them in the next 12 months.

### Goals for 2010 – ‘A Simple Process’

1. Decide **what you would like to accomplish/celebrate by December 31, 2010** (What 2 or 3 things if accomplished, would make this a great year? Identify at least one goal that represents the priceless things that bring you true joy and happiness?)
2. **Write them down!!**
3. **Review and decide on ‘action items’ on a weekly basis** and monitor your results monthly

### Three ‘D’s’ of New Habit Formation

1. **Decision**
2. **Discipline (practice until they become automatic)**
3. **Determination (stick to it)**