Keep your eye on the princess

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On the flight from Durban to Cape Town, I was thinking about the sessions I had attended at the 2nd National SAPC Conference. It was an awesome experience. And as I was processing what Timothy Webster shared earlier in the day, my mind went back to different speakers I have had the privilege to listen to over the years. As Dr Phil would say: these were pivotal inspirational moments in my life. Two of the speakers I had listened to more than 15 years ago and I still remember what they said!

Why was it possible for David, a humble shepherd, to slay the scary Goliath? Why did he not run away at the sight of the giant?

Well, David was promised the princess. And he kept his eye on the princess. He would not allow Goliath to steal his dream. When all the soldiers ran off David most probably did not even notice that he was left alone with Goliath. He had totally zoomed in on his prize! If he took his eyes off the princess, he might have outrun the soldiers!

How did John, a middle class guy like you and me, attain his dream – become the proud owner of a beautiful black German engineered sports car?

All of us would like to own a beautiful shiny black sports car. How do you go from being ordinary and in debt to being out of debt, an extraordinary businessman and pay cash for your dream car? John used all his senses to help him keep his eye on his princess. He went to the dealer and touched the car, he sat inside the car and touched the upholstery. He then got out and tasted the car. (He actually licked the car!) And then he took an orange from his pocket, peeled the orange, and smelled the orange peel while listening to the car purring. At home he put up the picture of the car on his fridge. So every day he saw his car, he would touch the picture and every time he smelt an orange he associated the smell with his dream. He shared his vision with his wife. By using all his senses he kept going through tough times. He would not lose sight of his princess. And he realised his dream.

And throughout the years both stories have made sense. I totally accept these principles of goal setting. And then I listened to Timothy and I added his words to my list of pivotal inspirational moments. He explained that each one of us has a formula in our brain according to which we operate. He assured us that it is possible to change your formula, to enable you to move on, to adapt to a changing environment.

And now I have a slightly better understanding of how it was possible for David to keep his eye on the princess; why John actually licked the car to add the taste sensation to his vision. They used different ways to change their formula, to link their formula to their vision, to visualise a dream and to keep going against all odds until they reached the goal.

You need to question your formula if you want to develop and grow, if you want to evolve. Do not cap your potential by refusing to change your formula. We each need a new mental formula for the NHI and 2030 future. Being scientists we are EXCELLENT at formulas!

Let us rise to the occasion, change our formulas and meet the challenge to fulfil the new roles expected of pharmacists.