

Book summary
The Dream Manager
Matthew Kelly
2007

The following are some of the gems that I discovered while reading this “novel” about a struggling company trying to turn itself around. It was wildly successful using the Dream Manager Program. This is a must read for any leader whether they be in the private, public or the volunteer sector. I dare say, family members could benefit greatly by this powerful message as well. Enjoy!

- The most important competitive advantage an organization can have is to attract and retain valuable employees and team members
- The focus of this book is how to get employees or team members connected to their work.
- The concept of dreaming is to build a bridge to the future between now and a better future. The Dream Manager is the coach to make this happen. The dream is the bridge.
- Our dreams are the visions that shape our lives. Acknowledging that empowers people to greatness.
- An organization or company exists for people. Do they have a future where they work or volunteer?
- Too often organizations focus on first quarter profits, cutting expenses and corporate goals instead of focusing on what drives people who drive the organization.
- If you talk to people about their dreams, they will respond with passion and energy.
- If you do what you have always done, you will get what you have always gotten.
- Is this job a dead end or a stepping stone in the life of the employee?

- Employees know things about the business or organization that management may not. Those closest to the problem/issue may be closest to the solution.
- One of the primary responsibilities of relationships is to help each other fulfill their dreams.
- In the book the author explains how a troubled company with high employee turnover started dealing with their problem. They conducted a “Dream Survey”. The single question on the survey was.....”**what are your dreams**”.
- The company hired a Dream Manager. His role was to:
 1. Meet with every employee
 2. Discuss and give permission to pursue their dreams
 3. Avoid judgement
 4. Provide tools and accountability
 5. Develop a plan to achieve their dreams
 6. Meet to review their progress
- The skills of the Dream Manager mirror those of life coaches and financial advisors.
- The reality is that we are all dream managers; parents, teachers, mentors and coaches play important positive roles in the lives that they are in charge of.
- Managers/owners are grateful for employees who do exceptional work. How many employees are grateful to management?
- Wouldn't it be nice if where you worked or volunteered was a place where you could fulfill your dreams?
- Most people don't fail because they want to fail. They fail because they do not know how to succeed.
- There are two things that keep people interested in a job or volunteer role:
 1. They are making a difference
 2. They are progressing or advancing
- Many people need help articulating their dreams, whether they are aware of it or not.
- Smart dreams:
 - S – Specific
 - M- Measurable
 - A –Actionable
 - R – Realistic
 - T – Timed

- Those who don't manage their money well are no better off than those who don't have money to manage.
- Most people want to manage their money so they can achieve their dreams.
- Dreams provide hope in the form of a plan
- Every relationship improves when we are mindful of people's dreams.
- People are always looking for a quick fix. There are no quick fixes when it involves real, living, breathing people.
- Children need dream managers as well.
- **Here is a dream worth pursuing** – Help young people discover things about themselves; we would produce a new breed of worker for the future – a workforce that is super-engaged, highly effective, immensely responsible, self-aware, intuitive, and motivated. Wouldn't you like a handful of employees/volunteers like this at your company/organization?
- This new breed of loyalty would build on the principle of adding value. An employee/volunteer is responsible for adding value to the life of the company/organization, and a company/organization is responsible for adding value to the life an employee/volunteer.
- **Questions about the Dream Program:**
 1. How much time and money will it save?
 2. How much will it make? What's the ROI?
 3. What's the cost if you do not motivate and allow your employees to dream?
 4. How can management help the employee live their dreams?
 5. Pages 128 & 142 describes how you can build a dynamic dream team

The dream list: (page 124)

1. **Physical** – lifestyle habits, addictions, exercise
2. **Emotional** – relationships, security, helping others
3. **Intellectual** – reading, learning, continuous improvement tasks
4. **Spiritual** – peace with yourself
5. **Psychological** – overcome fears, insecurities, develop willpower
6. **Material** – home ownership, purchase a vehicle, cottage, a farm
7. **Professional** – a promotion, develop a new product/service, sales/income goals, join Toastmasters
8. **Financial** – become debt free, investment goals, financial freedom
9. **Creative** – explore the arts, write a book,

10. **Adventure** – mountain climbing, exotic holiday, take scuba diving
11. **Legacy** – instil values in your children, volunteer, charitable giving, save the world
12. **Character** – develop patience, walk the talk, earn respect, be worthy of trust

This book is a 156 page easy and inspiring read. This is a case study of a business that turns itself around using the Dream Manager Program. I strongly recommend that you read the rest of the story.

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Your Financial Dream Manager