

Do YOU Have The Bunny Inside?

By
Mariette Edwards

It's a brilliant musical performance. The solo artist seated before the piano is intently absorbed in pressing each key in precisely the perfect order to make a cohesive, pleasing and often inspiring experience for her audience--from memory.

Persist. Persist. Persist.

Have you ever thought about how an artist actually pulls off a performance like that? I never did until a client who is preparing for an important recital and I were planning her rehearsal schedule. What surprised me was how many hours a day and how many days a week we had to plan for her to memorize each page of music. What looks so easy when it's done well is actually a ritual of showing up every day no matter what. In fact, she told me once that what keeps her going and going and going is her commitment to showing up every day at her piano no matter what happened at her last performance or her last rehearsal. This client has The Bunny inside.

Show Up!

Another brief update about the local arts scene arrives in my email in-box in the thoughtful style this acting client has come to be known for. She's at every event where filmmakers gather. You can count on her to over-deliver on everything she does. On a recent film project, she was first on the set, last to leave and even went out for food for the crew somewhere in between takes. She's got The Bunny inside.

Initiate and Anticipate

He duked it out producing the news for a major cable network for almost eighteen years. While still working at that network, he was, for two years, following his bliss by producing independent short documentaries on his own time. He hopes that by telling compelling stories he will change people's lives. He recently left that network and went out on his own. In one week, as he shared his progress in building his new career with me, he had made more calls, talked to more people, developed more resources and conducted more research than anyone I've ever worked with. Getting ready for a recent interview, he studied his potential customer's work until he could talk about as if it were his own, researched multiple topic ideas and went into the meeting with five segment ideas to give away. That potential client has since made him an important part of their team. He definitely has The Bunny inside.

Willingness and the Courage to Act

She has a successful small business she built from the ground up. Along the way she crafted and re-crafted the defining statement that described all that she was looking for her business to do. She was committed to being a one-girl band so each iteration

repeated her vision of running her business solo. One day she realized that she could never take her business to the next level unless she was willing to add other talented individuals to do what she did. So, with an enormous measure of courage, she scouted out a bigger space to make room for more work and more workers. That new space turned out to be a building she purchased and that we now fondly describe as her future worldwide corporate headquarters. She signed the papers a few weeks ago and will be moving in next month. Bunny inside? You bet!

Do Good Work

“I’ve got a million of them”, he told me recently. We were talking about the creative ideas he pitches to clients, co-workers and senior management as a regular part of his role in a large advertising agency. What he meant was that he’s not married to any creative idea he presents. “You don’t like that one? I’ve got a million more.” Often “Creatives” get so caught up in owning their creative ideas that projects can devolve into being more about the idea than the client. This guy knows the difference. He’s so good at serving his customer through his creativity that he’s built a solid reputation for being good work as well as doing it. He works at it every day. Why? He’s got The Bunny inside.

These five individuals demonstrate some of the essential qualities required for turning desire into results--persistence, showing up, initiating and anticipating, willingness, the courage to act, and doing good work. One big reason they have The Bunny inside is because they are doing what they really, really, really want to do. We all have The Bunny inside for something we really, really, really want, believe in, are passionate about and committed to. If you can’t say you have The Bunny inside today, what would it take to recharge your batteries?

Knowledge is power! The more you know about how others have achieved their dreams, the more prepared you will be to achieve your own.

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