



## Opportunity As Transformation

by Esther Muller and Michael Williams, Ph.D.

We live in the future at expense of the present. We project our desires forward and prescribe response to yet unrevealed conditions. Living in the future enables us to explore, examine, and enable our desires. We construct our futures today. The opportunities we create and those revealed to us become portals for change; crucibles of transformation.



We create opportunities and opportunities create us. Opportunity is the yield distilled from our belief, work, and continuous evaluation if the value of what we want is worth the human price we pay. Opportunity is a product of causality between us, others, and environments. The interaction of these casual variables creates conditions in which opportunities for fulfilling our desires and transforming our lives reside.

The 16<sup>th</sup> century English philosopher Francis Bacon wrote, “A man must make his opportunity, as oft as find it.” Is there reciprocity between our efforts to create opportunities and the randomness of our lives from which opportunities emerge? Or, is opportunity a consequence of success? As Dr. Jonas Salk, the American medical researcher offered, “The reward for work well done is the opportunity to do more.” Whatever its origins and designs, opportunity enables our progress and potential.

The current economic recession has robbed professionals in all industries of opportunities. These conditions have reduced the volume and scope of professional development opportunities. However, even with this theft of opportunity many professionals have advanced, leveraging opportunities toward achievement; toward transformation.

Opportunity creates conditions for achievement. Daily we learn of others success achieved from conditions they’ve created through opportunity. Often the *conditions-of-opportunity* are the product of a compelling vision of the future. A future steeped in possibility; rich in reward. Our visions must be operationalized in order to be realized. Mental and operational models structure our strategies and methods for achievement. Explore our *Opportunity Model* as a mechanism for concretizing your visions.

### Opportunity Model

- Learn From History—Study the past; learn from the actions of others. Find *mentors-of-history*. Engage in a historical mentorship. Learn from those who’ve created opportunities and conditions conducive to achieving your goals.
- Experiment With Purpose—Apply lessons learned to your visions of the future. Study causality, notice differences, construct plans and develop skills for enabling focused, goals specific action.
- Act As If—As if you are what you want to be. Then, work backwards from the *conditions-of-opportunity* you’ve created using the plans and skills you’ve developed projecting yourself into your future. Focus on transforming

who you are into whom and what you want to become.

- Reflect and Recalibrate—Transformation is an internal alchemy. It is conceived, gestates, and then resides within us. Reflection fuels transformation. It renders us receptive to our potential and open to creating growth opportunities. While enabling, transformation requires management; calibrating and recalibrating our thoughts and behaviors relative to our desires.
- Negotiate With The Future—Opportunities enable us to realize our futures. Once taken, opportunities quickly acquire characteristics and conditions that must be negotiated with if their power and potential is to be harnessed in the service of achieving our goals.

### Transforming Opportunities

In his *Apology*, the fourth century philosopher Plato recounted Socrates unsuccessful self defense on charges of “corrupting the young”, and by not believing in the gods. Socrates stated, “The unexamined life is not worth living.” Three New York City real estate industry leaders who’ve transformed their lives through *opportunity* are Gary Malin, Ilan Bracha, and David Schlamm. Their perspectives on opportunity and transformation are insightful.

Gary Malin, President of Citi Habitats, shares, “Opportunity presents possibility. I focus on anticipating opportunities yielding beneficial possibilities for the industry, Citi Habitats, and our clients.”

Ilan Bracha, Chairman of Keller Williams New York, offers, “Transformation is central to growing and sustaining a real estate practice. Acquiring the knowledge and skills associated with professional transformation enable professional success.”

David Schlamm, President and Founder of Citi Connections states, “Opportunity is the currency of the real estate industry. Our industry consists of transactional opportunities to create and exchange value; in turn transform our and our client’s lives.”

### Transformation as Opportunity

Transformation requires courage and commitment. Examine the depth of your commitment to change before embarking on journeys of transformation enabled by opportunity. Use our *Opportunity Model* as a tool for self-coaching toward opportunity. Remember, opportunity can transform you. Being transformed enables new and limitless opportunities.

Coaching can enable transformation. Get coached. ■

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