



Be Brave: Create Impact in 2025

The days between Christmas and New Year's are usually just a blur. No one really knows which day is which (except for the 26th, since it's a big sales day in Ireland), but everything else seems to fade into the background. It's a time when we find ourselves in a strange in-between, unsure of what to do, almost as if we're simply waiting for the new year to arrive. But what if we used this time intentionally? What if we took four or five of these days to truly prepare for a meaningful and purposeful new year?

Of course, we can set aside a few days to clean up after the Christmas whirlwind and catch our breath after all the planning and festivities. But then we can pivot and focus on the impact we want to create in 2025. As Peter Drucker, the father of modern management, aptly said: "The best way to predict the future is to create it." This is your moment to create a future aligned with your values, aspirations, and dreams.

Being intentional about setting up your new year doesn't mean writing down a list of resolutions you'll forget by March. It's about shaping your mindset and purposeful actions to guide you throughout the year. It's about taking the time to clear your thoughts, sort through the remnants of the old year, and create a space where new possibilities can flourish. Let's reflect on how we can act differently in 2025 to achieve the outcomes we truly desire.

One approach that works for me is the "One Word" method. Instead of juggling a long list of resolutions, I choose one word to define my year. It's simple, easy to remember, and serves as a compass. For 2025, my word is "Impact."

This year, I'm determined to move beyond merely ticking boxes. I've realized how easy it is to get caught up in the way social media or popular culture suggests we should do things—grand, extravagant gestures that often miss the mark.

Take kids, for example. They don't long for elaborate outings as much as we think they do. Sometimes, their happiest moments come from the simplest things, like turning an old box into an imaginary go-kart. Yet, we feel disappointed when they aren't "grateful" for the big plans we made. This year, I'll focus on what truly brings joy and meaning to those I care about.

The same principle applies to friendships. Understanding your friends' love languages can help you do things that make them feel genuinely appreciated. It's not about what's easiest for you; it's about being deliberate and meaningful in your relationships.

At work, impact will also remain to be my guiding principle. I aim to be strategic, ensuring my actions and decisions align with long-term goals and create meaningful change.

The beauty of this approach lies in its adaptability. Your "One Word" can shape not only your goals but also your mindset, helping you focus on what truly matters. It's a lens through which you can evaluate opportunities, challenges, and priorities.

So, as you sit in this quiet in-between time before the new year begins, ask yourself: What do you want 2025 to feel like? What word will guide your actions, your relationships, and your ambitions? Use these days to reflect, plan, and set the tone for a year of purpose and fulfillment.

The best way to predict your future is to create it. Start now, and make it meaningful.

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