

Big decisions often change lives. *Five Bold Choices* will positively inspire you to consider bold choices that could transform your life—and the lives of many others.

—**Tim Pawlenty**, former Governor, State of Minnesota

Adversity brings opportunity, and how we deal with it determines whether we enjoy the journey. *Five Bold Choices* is a great guidebook for anyone who feels stuck and wants to get back on the path they were destined to live.

—**Jerry Colangelo**, Chairman, USA Basketball;  
former owner, Phoenix Suns and Arizona Diamondbacks

Most leadership books train readers to share their successes and hide their failures. With stories of remarkable transparency, *Five Bold Choices* helps the reader see failure as not something to fear but an opportunity to grow.

—**Cheryl A. Bachelder**, CEO, Popeyes Louisiana Kitchen, Inc.;  
author, *Dare To Serve*

*Five Bold Choices* blends Jay's riveting personal story with decades of experience as a CEO. The result is a book that gives us the clarity and courage to make the bold choices that make the most out of life's greatest challenges. This book will embolden you to action.

—**Dan Buettner**, *National Geographic* Fellow and three-time  
*New York Times* bestselling author of the *Blue Zones: Lessons from the World's Longest-Lived People*

This little gem is worth a quick read. You will come away with some solid ideas to make your personal and professional life better.

—**Tad Piper**, retired Chairman and CEO,  
Piper Jaffray Companies

Any leader knows that bold choices either bring growth or disaster. Making bold choices wisely is the key. Based on profound personal experiences, Jay and Larry spell out five fundamentals that we all need as leaders, family members, and friends to make wise choices.

—**Brad Hewitt**, CEO, Thrivent Financial

Drawing upon their own professional and personal experiences, Coughlin and Julian not only offer their insights and wisdom as to how one can navigate life's storms with clarity and conviction, but do so while leading the reader on an intimate journey emerging from their own spiritual and personal renewal. Be forewarned: reading this book will not only cause one to reexamine and reassess his or her current status in life, professional or personal, but will provide scriptural principles necessary to pursue a life of influence rather than a life of affluence. Coughlin and Julian use various passages of Scripture to drive home the strategic importance of being grounded and balanced, both spiritually and personally. I recommend *Five Bold Choices* to those individuals who may be re-examining their standing in life or who simply need quiet reassurance that they are on the right path.

—**Dr. Alan Cureton**, President,  
University of Northwestern St. Paul, MN

Authentic! Transparent! Powerful! A clear framework that I can personally apply to overcome challenges. Jam-packed with relevant life-changing truth! A huge thanks to Coughlan and Julian for sharing *Five Bold Choices* with the world.

—**David Horsager**, speaker, strategist, and author of *The Trust Edge*

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# Five Bold Choices



Rise Above Your Circumstances  
and Redefine Your Life

Jay Coughlan & Larry Julian

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**Five Bold Choices: Rise Above Your Circumstances and Redefine Your Life**

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**Introduction:**

**Overcoming Failure–  
The Portal  
to Your Success**

We believe difficulties and failures  
are opportunities and stepping-stones  
to a life of significance instead  
of obstacles to be avoided.





# Reclaiming the Life You've Been Called to Lead

(Larry)

**T**here are times in life when we feel stuck. Our noble desire for a successful career and family life gets bogged down or derailed by the challenges before us. Whether it be a difficult circumstance or our own limiting beliefs and fears, we can't seem to get past what holds us back.

We all go through peaks and valleys as we journey through life. Sometimes our valleys are self-inflicted. We make mistakes, some big and some small, and we pay the consequences of our actions. We fail and get down on ourselves. Other times, trials happen through no fault of our own, such as an illness, unexpected death, or inopportune business misfortune. These difficulties can stop us in our tracks.

Then there are other times when we seem to be in between our peaks

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and valleys, a time when life is okay but not perfect. We know unresolved issues need to be addressed but set them aside because we're busy doing other things. Our job brings security, but it's not fulfilling. We want to be a better spouse and parent, but busyness trumps our priorities.

These times tend to breed avoidance and inaction, and we drift away from fulfilling our potential instead of driving toward it. Regardless of whether we're stopped or drifting, we're stuck in a place we don't want to be and can't seem to get out of it.

I have seen these trying times create defining moments that significantly change the trajectory of people's lives—in both good and bad ways. I've seen people rise to the occasion and use their challenge as a springboard to realizing their full potential, and I've seen others die a slow death of mediocrity. How we respond in these moments is critical. The stories of these people always lead me to the same questions:

- Why do some people have the ability to overcome their greatest challenges while others fall victim to circumstance?
- How do people muster the courage to persevere through the tough issues in their life?
- How do people get unstuck?

### **The Purpose of This Book**

*Five Bold Choices* is about helping you find (or reclaim) the real life you've been called to lead by helping you break through the barriers that prevent you from realizing your untapped potential.

We believe difficulties and failures are opportunities and stepping-stones to a life of significance instead of obstacles to be avoided. *Five Bold Choices* is based on three principles:

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1. The difficulties and failures you avoid and fight are the very portals to your success and significance.
2. You cannot overcome life's challenges on your own. You need a realistic plan, process, and support system of trusted peers and loved ones.
3. Everyone's story matters. Your story of perseverance and overcoming will help you not only realize your potential but also inspire others and leave a lasting impact on those around you.

### About the Authors: Two Different Perspectives with One Common Goal

I remember attending a small gathering of board members at a cocktail party the night before I was to give a speech for the National Speakers Association. As I was enjoying a cheese puff, a board member from New York asked me, "So, what gives you the right to speak to our group tomorrow?"

I nearly coughed out my hors d'oeuvre! However, upon reflection, I realized it was a great question. In essence, he was asking the tough questions that come with the privilege of teaching and inspiring others: Who are you? Why should we trust you? What credentials do you have?

These are fair questions worth answering before Jay and I share how we can help you persevere through your challenges to realize your potential. Let me at least start with a brief introduction.

As the author of *God Is My CEO* and a business leadership coach, I've had the privilege of getting inside the hearts and minds of CEOs and business leaders for over twenty-five years. I know what makes a good leader, and, more importantly, I know the leadership landmines that cause even the best leaders to falter. My passion is to share real stories of

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transparent and authentic leaders and then provide thought-provoking questions so others can find and fulfill their potential.

Jay Coughlan has served as a highly successful CEO of industry leaders such as Lawson Software and XRS Corporation. He was also an up-and-coming business leader with a promising career who was confronted with a personal hell that started with making a terrible choice to drive while intoxicated after drinking at a bar with his dad. This decision resulted in a horrific car crash that killed his dad and left him severely injured both physically and emotionally. Jay survived but faced a living nightmare that included overwhelming guilt, the prospect of a four-year prison sentence for criminal vehicular homicide, and a shattered career, family, and life.

I love the quote that goes, “People don’t care how much you know until they know how much you care.”<sup>1</sup> Jay and I are writing this book because we care about you and your potential.

First, let me say that Jay and I are complete opposites. We bring entirely different skill sets, careers, and viewpoints to this book. He’s had a successful career as a CEO; I’ve had a successful career as an author and business coach. He’s confident; I’m cautious. He’ll show you how to achieve your goals; I’ll help you discover the “why” behind your goals. He’s direct, to the point, and will motivate you to confront your truth and take action; I will help you see your blind spots and encourage small action steps to get you moving toward your goals.

We also have three things in common:

1. We are completely in alignment in our passion to help you persevere to find your potential. There are many portals that can lead to your successful journey. We believe our differing perspectives will provide options for you to consider along the way.

## Reclaiming the Life You've Been Called to Lead

2. We know pain, failure, shame, and negative self-talk all too well. We understand the challenges our readers face, so we do our best to respectfully meet you at your particular point of need.
3. We know what it means to overcome and even appreciate the journey in spite of its challenges. We believe you can endure as well, and through that process leave a lasting impact on others along the way. We don't want to insult your intelligence with platitudes of "pie in the sky" hope but give realistic hope of realizing your full potential.

And we believe our differing styles and vantage points provide the ideal process to help you get unstuck.

### How This Book Will Help You

Jay will show you how to get from point A to point B. He'll introduce the five bold choices that worked for him: clarity, accountability, adaptability, confidence, and balance. These principles have been widely used in leadership development for years, but it's one thing to learn them and quite another to boldly live them through your choices and actions.

In each chapter, Jay will share how each choice helped him on his four-year journey from convicted felon to successful CEO. While he is compassionate, his advice will be direct, to the point, and brutally honest. He is a "get it done" kind of guy. Trust me when I say he has the ability to move people to action. If I know one thing about Jay, it's that he's big on accountability.

After he shares his practical advice, I will supplement his thoughts with commentary from a wide range of leaders, which I've taken from my books and coaching practice.

## Final Thoughts

On the surface, business leaders genuinely seek to grow their business and their capacity as leaders. However, behind almost every business problem lies a deeper internal struggle. I've found people in all positions, from CEO to line employees, wrestling with challenging dilemmas and trying to make sense of situations that have no simple solutions. These are talented people who want to make a difference but are stuck for one reason or another.

At the core, they want meaning and purpose in their work, they seek clarity and direction in the midst of their confusion, and they desire a solution to the constant struggle to balance work and family. They want to live out their faith at work but feel constrained within a diverse business culture. Most struggle alone with these issues, and alone is not a good place to be. Rarely have I found that business leaders fail because of their core competencies. More often than not, they fail because they can't bring themselves to confront and overcome the nagging issues head-on.

As an author, coach, and mentor, my role is to draw out the truth of situations and expose the lies we often tell ourselves. My role in this book is to be your coach, advocate, and cheerleader. For me, the most powerful way to do that is through true stories of transparent leaders who risk being vulnerable to share the real story behind their public persona—the times when faith trumped fear, humility took precedence over pride, and serving others superseded self-serving.

One last note before I introduce Jay to share his story. Clearly, it's unique and dramatic—the kind of story Hollywood loves. Superficially, it seems like an entertaining rags-to-riches tale of a shameful convicted felon who finds his faith and turns his life around to become a successful

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CEO. This is true, but there's so much more to it. He gets to the core of what we all struggle with: overcoming guilt and fear, confronting the challenges we avoid, and persevering despite the constant barrage of obstacles we face daily.

Regardless of where you are in life, I think you'll find Jay's experience both inspiring and practical. For some, it will be a faith story—one of redemption, forgiveness, and a second chance. For others, it will be a practical manual for any business leader, entrepreneur, or organization that seeks a solid business plan and process in the midst of turbulent times. Or perhaps it will be both. However you want to view Jay's story, we believe this book can help you persevere and appreciate the journey along the way.

## 2

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# Forgiven by God but Not the State

(Jay)

**H**ere is my story, as shared in Larry's book *God Is My Success: Transforming Adversity into Your Destiny*:

It was just getting dark. My dad and I were having a great time hunting together and drinking, but it was time to get home. I was racing home with my dad to get back in time for my son's third birthday party.

The next thing I remember was waking up in excruciating pain. I had a neck brace on and was lying on a gurney in an ambulance. I could hear the paramedic saying, "No . . . can't deal with this kind of injury . . . gotta go to Hennepin County!"

The next time I woke up, I looked up and saw all these bright lights with a lot of people running around. My mom and my wife, Jule, were standing over me. The only thing I knew was that I was in a lot of pain.



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Each move was a huge deal. Apparently I had shattered my hip. I also remember saying, “That really hurts,” when the doctor moved my hand.

I saw the expression on my mom’s face and knew something was terribly wrong. Mom looked at me and softly said, “Your dad didn’t make it.” My dad died. As I put the pieces together that we had been in an accident, somehow, I came to the realization that I had done it—I killed my dad. I remember letting out a scream and crying and trying to rip myself out of the bed I was strapped down on. I didn’t know where I thought I was going, because I couldn’t walk or even move. I was just trying to leave. I was at an ugly place. I wanted to run somewhere, to go somewhere, to get away from the pain...

Then the physical pain stopped. Taking its place was an emotional pain. It was ten times worse. I dreamed that I had killed my dad and nothing else mattered. I screamed in agony.

I woke up and realized that the nightmare was real. I was just in a world of hurt—in a drug-induced haze with an empty pit in my stomach. I was in a nightmare, awake. I was lying alone in a hospital room, and there was this clock with big black numbers on the wall at the end of my bed. I remember staring at the red second hand as it went around the dial. I held a dispenser in my right hand that dispensed morphine. It was supposed to help with the pain, but the pain never went away. I kept going in and out of consciousness. I looked up at the clock and then closed my eyes. I had these terrible, terrible dreams. I don’t even know how to describe them because they were so bizarre and ugly. Then I woke up soaking wet from perspiration. It felt like four or five hours had gone by. It had only been three minutes.

I didn’t care about anything. I have a wife and three kids. They never came to my mind once, and they’re as important to me as anything.

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I could see my wife talking to me, but I couldn't hear her. I couldn't hear my mom. I couldn't hear the clergy who came to talk to me. Whatever they were saying, I couldn't hear it. I just remember knowing I was responsible for killing my dad. My dad, my best friend, who I called every week for the last fifteen years, wasn't there—because I killed him. That's all I remembered. That's all I focused on.

I lived in my nightmare until one afternoon when a stranger walked into my hospital room. I don't remember why this guy showed up, how he showed up, or who he was. I'd never met him before. I thought, "Why are you here?" but I didn't bother asking. We started talking, and sooner or later he asked, "Are you seeking Jesus?" I angrily snapped back, "I don't know what you're talking about. I'm hooked up to these machines and I killed my dad!" He talked about forgiveness and admitting that I was a sinner. I thought, "I'm at the top of the sinner list, because I was drinking and driving and I killed my dad."

Then he said, "If you want to receive forgiveness, you have to accept that you have sinned and ask the Lord for forgiveness." I don't know if our conversation lasted two minutes or twenty minutes, but I found myself praying with this stranger, asking Jesus into my life. All I know is that after the man left I felt a whole lot better. Shortly after, Jule, who thought I was mentally gone, walked into the room. I was sitting up in bed. I looked at her and said, "I just accepted Jesus into my life." Jule said that I was a completely different person when she saw me.

It was a powerful moment, but it wasn't like "BOOM," being hit by a lightning bolt. But the guilt was gone, so much that I could see. I was forgiven and I didn't deserve it. Things started to get better from there. Until then, I had only remembered the clock and my bad dreams. I started to get my memory back. The next day I decided to go off the

## Forgiven by God but Not the State

morphine. I wasn't supposed to go off it for another week, but the pain had subsided enough to stop it.

I still missed my father, and I was still accountable for his death, but I had forgiveness and didn't have the guilt associated with it. I had a second chance at everything and life looked different. I remember turning to Jule and saying, "Let's go." I wanted to get out of the hospital and start my life again.

My life back home was upside-down. Our house was transformed into a medical facility. The dining room was my hospital room. It was a bit crazy, but it was great to be out of the hospital and back in my own home. I had been in a wheelchair, recovering for three months, when I got the letter I knew was coming. I opened the letter and read the words: *criminal vehicular homicide—four-year prison sentence*. I was forgiven by God, but not the state.

The prospect of serving a four-year jail sentence brought an awful sense of dread to me and my wife. As we began to prepare for our trial, the anxiety and worry began to grow. My meetings with my lawyer were strained. My lawyer tried to build a defense by stating the condition of the road, but I told him, "Look, I was drunk. I missed the turn and hit the train. I killed my dad! The only way we're going to do this is to talk about me being accountable."

The stress was growing with each passing day. Every day I woke up thinking, "Is this nightmare ever going to be over?" We were in a system we didn't know anything about. I was guilty. And if I was found guilty, I'd be penalized and it would ruin my life. The best-case scenario was that I'd have no income for two years. The worst case was four years. In the back of my mind I was thinking, "I'm going to lose my house. What will my family do? It's over!"<sup>1</sup>

## **The Story behind the Story: Jay's Comments Eighteen Years Later**

I've been asked by Larry and many others, "Why do you want to write this book eighteen years after the accident?"

I've been speaking to groups and sharing my story ever since my crash, conviction, and recovery. My talk details my journey, and the audiences have ranged from faith-based groups to business leaders. The faith-based groups want to hear how God transformed my life and gave me a second chance on life, while the business groups want to know how I went from convict to successful CEO in just four years, taking Lawson Software public and achieving the fifth-largest initial public offering (IPO) in Minnesota history.

After each talk, people line up to speak with to me. Because I'm so transparent in sharing my thoughts, they open up to me as if my vulnerability gives them permission to share the true feelings they've kept bottled up for a long time. I hear comments like, "I'm not where I want to be in life. I want more out of life," "I'm in midlife (or midcareer) crisis," and "Man, I'm just tired. How come I'm so worn out?" I've observed so many people who are frustrated, worried, and discouraged, and I've come to the conclusion that people, men in particular, are stuck.

People ask, "How is it that you were so successful considering the dire circumstances you went through over a long period of time?" I answer, "I've had success, but I'm also a convicted felon. In the midst of a skyrocketing career, I went to jail. What does success really mean? For me it was about perseverance. It's really not about success. Success is fleeting."

There are two things I know about success. First, I've yet to meet anyone who is successful at everything they do. I've met a lot of people

## Forgiven by God but Not the State

who are successful in business yet struggling with something in their family or personal life. Second, like the famous Clint Eastwood line in the movie *Unforgiven*, “Deserve’s got nothing to do with it.”<sup>2</sup> It doesn’t mean that just because we’re working hard, we’re going to be successful. There are too many variables we can’t control. It’s about persevering and finding our potential along the way. Potential is really about how we act and enjoy the journey through life.

It doesn’t matter whether guys have faith or not; they just want to know how I persevered. They’re constantly asking me, “How did you do it?” I say, “Faith,” and they respond, “Okay, great! What else?” or “I prayed this morning. What do I do next?” So I had to go back and figure out what it was, in addition to my faith, that gave me the ability to get through. As I reviewed the last eighteen years, I discovered that while my faith played a huge role, there were defining moments that required a bold choice that helped me endure the worst times and find my true potential in the process.

As you go through this book, Larry and I will introduce five critical areas—clarity, accountability, adaptability, confidence, and balance—that can be stepping-stones on your journey. Each of these areas required decisions that defined my life and enabled me to appreciate the journey. It is my hope and prayer that this book will inspire you to make bold choices that will define your life.

Life's challenges demand your response,  
and that response defines your character  
and determines your destiny.

Difficulty is an essential part of our story.

It calls us to overcome, persevere,  
and share our story to inspire others.



## The Ugly Truth versus the Beautiful Lie

(Larry)

Jay didn't allow the failures and mistakes of his past define him. Through the grace of God, he was given a second chance, but the road to recovery didn't come easy. It required hard work, determination, and perseverance. It entailed confronting the ugly truth versus the beautiful lie. It meant choosing the harder right path over the easier wrong one.

In the movie *A Few Good Men* with Tom Cruise and Jack Nicholson, there is a climactic courtroom scene where the lawyer played by Tom Cruise demands, "I want the truth!" Jack Nicholson, sitting on the witness stand, snaps back, "You can't handle the truth!"<sup>1</sup> What a profound statement.

By nature, humans are inclined toward ease, comfort, and security.

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We are motivated by immediate gratification and avoidance of pain. Who wouldn't be? I'm the first to admit that I love my comfort zone. I'm the anti-salmon, preferring to float down a river instead of swim upstream.

Sigmund Freud's pleasure principle states that humans seek pleasure and avoid pain. I'm not here to slam the advertising and marketing world, but we've seen this principle in advertising from our earliest childhood. Let's be honest. How many times have you heard phrases like "easy three-step process," "guaranteed or your money back," "boatloads of cash," or "lose fifteen pounds in just two weeks"? It's because by nature and calculated design many of us prefer the beautiful lie over the ugly truth. Most people want something that offers pleasure and satisfaction without the pain, effort, risk, and sacrifice associated with achieving a desired goal.

I wish there were a simple answer, a three-step formula, or a handy tip sheet to remedy your pain or eliminate your difficulty, but quite honestly, that wouldn't resolve the real issue. Life's challenges demand your response, and that response defines your character and determines your destiny. Difficulty is an essential part of our story. It calls us to overcome, persevere, and share our story to inspire others.



We all reach turning points that define the direction of our lives—some big but mostly small. The bold choices we make today lead to a better tomorrow.



## Channeling Your Inner Rocky: Choosing the Harder Right over the Easier Wrong

(Larry)

**E**very year in January, millions of people make New Year's resolutions only to give them up by mid-February. Chances are good that you've probably experienced this phenomenon firsthand. Now, are you ready for my one reason why people give up? Wait for it ... *it's hard to do*. In all seriousness, there are many reasons we quit, but, at the risk of sounding simplistic, the main one is that it's difficult to sustain doing the harder right thing over time. It's so much easier to quit.

However you define your situation, whether it's being stuck, out of balance, or in the midst of a major crisis, Jay and I recognize that rising

## Choosing the Harder Right over the Easier Wrong

above your difficulty and getting back on track requires not just action but courageous action—bold choices that require wisdom, patience, determination, and perseverance. This type of action, while not easy, can bring life-changing results.

To clarify “courageous” a bit further, I’m not suggesting the Hollywood courage of Charlton Heston playing Moses parting the Red Sea or Rocky Balboa going fifteen rounds with Apollo Creed. I’m talking about the everyday moral courage of choosing the harder right path over the easier wrong one through small acts of bravery and persistence each day.

### Defining Moments

A good story includes certain basics: a plot, characters, and scenes in which the story unfolds. The most significant element is the turning point (or crisis point) when the main character faces a critical moment involving a decisive change for the better or worse. As an example, if we go back to the movie *Rocky*, the turning point came in the scene before the big fight.

Rocky returns home to Adrian late at night, after a long walk during which he tried to psyche himself up for his big boxing match with Apollo Creed the next morning. Adrian sees the worry on Rocky’s face and asks him what’s wrong. In a moment of complete vulnerability, he shares his deep inner thoughts of self-doubt, fear, and lack of confidence. Rocky has reached his crisis point—he’ll either quit and go back to being the loser that everyone has said he is, or he’ll gather the courage to do his best fighting a powerful foe.

This turning point sets up the final scene, which is the fight with the champion, Apollo Creed. As most know, Rocky fights the champ and gives everything he has, going all fifteen rounds until the final bell rings.

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While Apollo Creed wins the fight, the hero and true champ is Rocky because he overcame his fears and courageously did his best.

People love stories like this because they see themselves in Rocky. They find the inspiration that they too can overcome their fears and go the distance with the giant foes in their ring of life. However, it's one thing to live out your thoughts in a movie and quite another to live courageously and take action in real life. Persevering in real life requires bold choices to walk the harder right path instead of the easier shortcut.

We all have defining moments in our life. Some are big life-changing moments, such as when we decide to propose marriage, choose a career path, or desire to start a family. But I believe it's the thousands of small yet bold choices that define our lives.

I experienced a significant defining moment when I married my wife, Sherri, but it has been the many small but bold choices to love and persevere during the rough patches that have defined our marriage. I also made a life-changing decision to become a follower of Jesus, but it's been the thousands of small decisions to walk by faith during times when it seemed risky and counterintuitive that have strengthened my relationship with him.

Almost twenty years ago, Jay made an important decision to not let personal tragedy define his life. He then made one bold choice after another as he endured a roller-coaster journey one crisis at a time.

Let's be honest. It's easy to get angry and much harder to be patient. It's easy to be self-serving and harder to sacrifice. It's easy to fall in love but harder to love unconditionally. It's easy to make resolutions but hard to change a lifestyle.

The greatest gift we've all been given is the freedom to choose. We all reach turning points that define the direction of our lives—some

## Choosing the Harder Right over the Easier Wrong

big but mostly small. The bold choices we make today lead to a better tomorrow.

Jay and I wholeheartedly believe that regardless of your situation, you've been given the capacity to overcome whatever obstacles you face. It will take hard work on your part, but the return on investment will be significant. We urge you to seek the truth and eschew the lies—to choose the harder right path over the easier wrong one. These bold choices will define your life and help you appreciate the journey to becoming what God has destined you to be.

## Discussion Guide

- What's your reaction to Jay's story? What insights have you gained?
- In what area of your life do you feel stuck?
- Describe a defining moment in your past that changed the trajectory of your life?
- In the introduction we share that the difficulties you avoid are the portals to your significance. What's your response to this statement?
- What bold choice can you make to move yourself closer to your better tomorrow?

## About the Authors

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### *Jay Coughlan*

Jay Coughlan is a confident and inspiring leader who fosters a culture of high integrity and openness, having served as CEO of such industry leaders as Lawson Software and XRS Corporation. During his tenure as CEO of Lawson Software, the company completed a \$200 million IPO while growing revenue from \$200 million to \$430 million.

Jay has built a national reputation as a keynote speaker, CEO, and mentor to aspiring business leaders. He also is a convicted felon who has spent time in prison. During this dark part of his life, he began developing a framework for dealing with the troubles that life inevitably brings. He uses lessons from his own missteps to help change the paths of individuals and organizations.

Jay is an active regional business advocate and has served on the board of directors for several businesses, currently being board chairman of nonprofit Minnesota Adult and Teen Challenge. He holds a bachelor of science degree in business administration from Bloomsburg University of Pennsylvania. He has been married to his wife, Jule, since 1987, and they have three children and currently reside in Eden Prairie.

Jay's story is one of hope, motivation, personal growth, faith, and forgiveness. He shares how to overcome difficult circumstances and puts people on a journey to have their choices define their life.

Visit [trubalanced.com](http://trubalanced.com) for more information.

## About the Authors

### *Larry Julian*

Larry Julian is a best-selling author, speaker, and executive coach with over two decades of experience helping CEOs, entrepreneurs, and small business owners successfully lead with their faith and values. As a business coach, he helps leaders transcend challenging situations and succeed in the midst of difficulty. His passion is to help businesspeople overcome the dilemmas that keep them from experiencing the success God intended.

Larry is founder of The Leadership Roundtable, a group of senior executives who meet monthly to discuss issues relevant to work, faith, and family. He has recently formed the Emerging Leader Roundtable for aspiring next-generation leaders. By transforming God's timeless wisdom into daily practical application, Roundtable members grow and impact their immediate spheres of influence in a wide range of industries.

Larry's work has been featured in numerous publications, including the *Wall Street Journal*, *Inc.* magazine, *CNN.com*, and *Fortune* magazine. He has also appeared on *The 700 Club* and *The Tavis Smiley Show*. In addition to *God Is My CEO*, Larry's business leadership books include *God Is My Coach: A Business Leader's Guide to Finding Clarity in an Uncertain World* and *God is My Success: Transforming Adversity into Your Destiny*.

Larry lives in Minneapolis with his wife, Sherri, and their two children.

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