

# Local writer hatches a 'Plan'

## ■ Business tips apply to life, too

By Mark Storer  
Special to The Star

The maze that adorns the first page of John McKee's new book, "The Plan," is not a random work of art. It's a metaphor for the confusing decisions people must make along their journeys toward finding happiness.

"The three basic life elements are personal balance, financial strength and career success," McKee said from his Thousand Oaks office. He co-wrote and self-published the book with Canadian author and business consultant Helen Latimer. "It's pretty rare that people say they're happy with all three of those areas."

McKee is a business coach who travels the world helping businesses and individuals achieve the success they seek.

"There are a lot of different kinds of coaches," he said. "The most well-known is the life coach, someone like Tony Robbins. What I do is help people from an individual standpoint in finding their career and making it fulfilling, and help businesses grow to achieve their goals, as well."

McKee said he and Latimer — who had worked

See MCKEE, 13A

together years ago, including at DirecTV, for which McKee was a founding executive — found their business plans applied to more than business.

"It's important to have a vision, a plan and a purpose," Latimer said from her home in Toronto. "Where we're coming from is that business strategies, the idea of long-range planning and goal setting, are important for your personal life, too."

Latimer said she is going through the process herself.

"When I left the corporate world, I wanted to transition into writing children's books, and I thought it's what I would do. But John brought this opportunity to me and I have gotten a lot of energy from it and it's so satisfying, so I'm in the process of changing myself," she said.

McKee, married with three grown children and two grandchildren, is the author of two other books — "21 Ways Women in Management Shoot Themselves in the Foot" and "Career Wisdom: 101 Proven Strategies to Ensure Workplace Success."

"This one really tackles some big issues, though," McKee said. "We talk about the difference between being successful and being satisfied. It's literally about creating a plan for your life."

Jon Rees, executive vice president of Encompass Digital Media in Los Angeles, said he began working with McKee about 10 years ago.

"I've sort of followed him and I've been part of the process that he and Helen have laid out here for some time," Rees said.

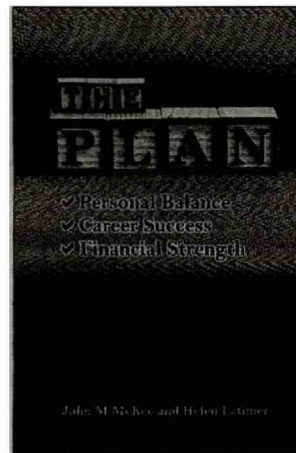
Rees said McKee's and Latimer's book is a no-nonsense approach to life skills.

"There's not a lot of fluff in there," Rees said. "It gives you the tools to put a conscious effort into making big decisions in your life, and you end up with tangible results, so you don't wind up saying things like, 'Oh, I forgot to spend more time with my family this week.'"

But don't expect the process to be a breeze.

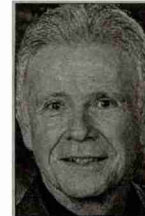
"I get skeptical if a life process like this is too easy," said Latimer, who is married with a teenage daughter. "The Plan' is all about process and a person can't just skate through it."

McKee said: "We use a couple of powerful exercises and questionnaires that really turn your crank. Bottom line is if you're doing something with your heart, it's not work."



CONTRIBUTED PHOTO

John McKee's book "The Plan" tells you how to be successful.



McKee is the author of "The Plan," a book that gives readers a road map on how to be successful.

