



MOMENTUM POWER PLAY

How to Create It When You've Never Had It
and Keep It Going Once You've Got It

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DEDICATION

To the offender population, those battling substance addictions, and the entrenched poor—men, women, and children who, in many cases, were emotionally *dropped* by caregivers and are still dealing with the residual pain—this book is my momentum gift to you.

INTRODUCTION

We watch the NCAA tournament, the Super Bowl, or some other major sporting event and we're always amazed when momentum shifts occur. A key player gets injured. A head coach doesn't call a much-needed timeout. A shooting slump by a previously red-hot scorer occurs at a critical stage of the game. An interception reignites a struggling defense and their fan base just before the half. An untimely holding penalty is called and moves a team out of field-goal range. But how often do we recognize momentum shifts that occur, or need to take place, in our own lives? They show up in our daily interactions—at school, on the job, and in parenting duties—but we often confine them only to the sports world.

Momentum has a lot to do with timing, or the intersection of preparation and opportunity. You can't predict timing; you just have to be ready to capitalize on it. That's what separates great companies from the mediocre, successful sports franchises from the subpar, and successful people from those who struggle to gain meaningful traction in life.

How do you take advantage of momentum so that it works for you? If you have momentum, how do you keep it going? If you've had momentum before and lost it, how do you get it back? And if you've never had momentum in a given area before, how do you create it? Without a proven model or reliable game plan, it's nearly impossible to break out of a complacency slump.

That's why *Momentum Power Play* was written. To help the hopeless find hope. To motivate the unmotivated that

society has written off. To empower the disempowered who want something better than their bitter existence. To educate the highly educated on poverty's complicated plight. To bridge the opportunity gaps through public-private partnerships, but without the tag-along guilt.

Momentum = Mass x Velocity

Let's break down the components of momentum, mass and velocity. Mass is the quantity of matter in a body or object. Velocity is the speed of a body or object in a given direction. Alright, pretty boring stuff. Most of us probably learned (or forgot) this formula many years or decades ago while trying to stay awake in science class. So, why is this formula important?

It's pretty simple. Momentum in life is generated when a goal-driven nature is accompanied by a time-tested process and scrutinized by a competent mentor or accountability supporter. It's sustained when painful memories are kept under check while perseverance propels an individual or family forward in spite of generational rejection wounds. And it's passed on to legacy beneficiaries who accept the mandate of excellence that is required by every momentum pursuer. And it'll work for you or against you depending on how you handle it.

You need *The Power of Preparation* to build momentum. You need *The Power of Perspective* to fine-tune momentum. You need *The Power of Praise* to propel momentum. You need *The Power of Pain* to leverage momentum. And you need *The Power of Purpose* to replicate momentum.

Momentum matters because your life and legacy matter to me. And this book is my gift to you.