

## ***Keynote Address:***

### **Love Your Life! *Getting Organized and Focusing on What's Important***

Disorganization in our lives causes us to be less productive and can lead to feelings of frustration and despair. It is important that we remain organized in all facets of our busy lives not only to be happy, but to reach the goals—personal, professional, and financial—that we set for ourselves.

Goals from these different areas need to be realistic and attainable, and a system has to be in place to track our progress and constantly remind us where our energy should be focused. The form this system takes is not important: What is paramount is that we use it every day and systematically update its contents to reflect our wants and desires.

Care must be taken when choosing these objectives. Oftentimes we have a tendency to concentrate our efforts in just one area, and other facets of our lives suffer. The key to the effectiveness of your system is the ability to funnel goals from all areas of your life, bringing them together in one place, and then taking the intermediary steps necessary for achievement.

Financial objectives cannot be neglected. Just as personal and career goals benefit from a systematic plan, so does the goal of attaining wealth. This approach will be discussed in detail, along with specific examples and suggestions on tracking, quantifying, and evaluating the process.

## **Profile of Keith Dorney**

Being an educator for Financial Knowledge is a natural extension of Keith's passions for writing, public speaking, and teaching. As an accomplished author, Keith recently had his memoir published (*Black and Honolulu Blue*) and speaks to groups around the country on finding their life's work and taking their passions to the next level. Keith enjoys instilling in people of all ages the importance of hard work and perseverance through coaching and teaching. Keith may be best known for what he's least likely to reveal—his football career. Keith was a two- time All-American, as well as an Academic All-American at

Penn State University. After being selected in the first round of the NFL Draft, he continued to play for the Detroit Lions before retiring to pursue what he describes as his true calling.

#### Education and Affiliations:

- Master of Arts Degree in Teaching, University of San Francisco, San Francisco, CA
- Bachelor of Science Degree in Business Administration, Penn State University, University Park, PA
- Licensed California Real Estate Broker, California Department of Real Estate, Sacramento, CA
- Secondary Education Teaching Credential for the State of California, Sacramento, CA
- Former Certified Player's Agent, National Football League Players Association, Washington, D.C.
- Elected to the College Football Hall of Fame, South Bend, IN, Class of 2005