

After discovering his love of encouraging others, Doug Hanson decided to pursue motivational speaking and coaching as a full-time career

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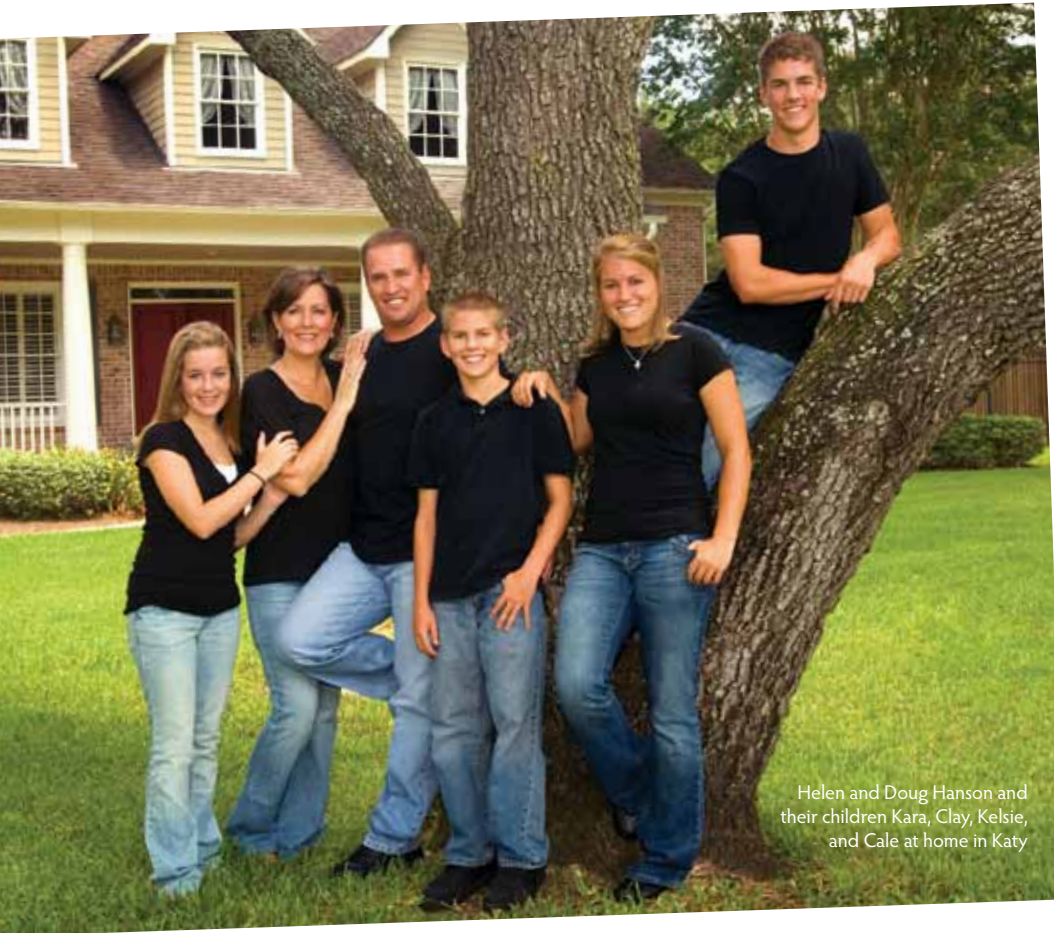
– Doug Hanson



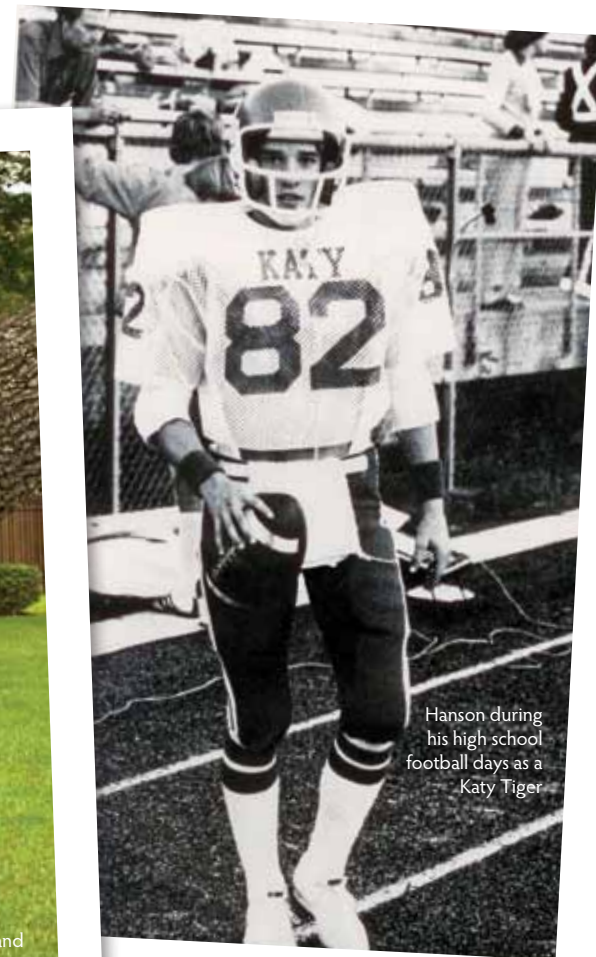
Mr. Motivation **Doug Hanson**

Katy life coach inspires others to make positive personal transformations

Written by Kenzie Stanfield



Helen and Doug Hanson and their children Kara, Clay, Kelsie, and Cale at home in Katy



Hanson during his high school football days as a Katy Tiger

Motivation can come from many places: a kind word from your wife, an encouraging note from your boss, a compliment from a complete stranger. We all need a certain degree of motivation to make it through each day, and ultimately, it's what can push us toward a greater sense of self. Doug Hanson, a born and raised Katyite, helps encourage others every day and helps lead them toward a positive mindset as a motivational speaker. "Motivation is clearly an important part of creating a high-performance culture, but external motivation doesn't last," Hanson shares. "It's temporary. If you change the way someone thinks, it lasts a lifetime. Transformation is for life."

New Beginnings

Hanson found his calling to help others after he had already launched a successful sales career. After being on the executive track at Hewlett-Packard, he found himself at a crossroads. Telling great stories and connecting with others somehow created an external demand for his time and wealth of knowledge, and it pulled at him. Should he continue on the path that he originally began, a career that was both

successful and predictable, or pursue a career that had the potential to be financially risky but that he seemed to be made for?

"Your future is never determined by your current situation or circumstances, but always by the choices you make along the way," Hanson says. "Good choices are the byproduct of a clear vision, high standards, quality emotions, acute awareness, and directed action." After two years of overlap, Hanson took bold action and left his corporate job to hit the road on a quest to create real value. "Faith, family, and friends are everything to me," Hanson shares. He is thankful for having the spiritual insight to know which direction to pursue and also for his wife Helen who gave him the strength to respond to a new challenge. "God led me, and Helen carried me," says Hanson.

Giving Life Your All

In 1996, following numerous bookings as a motivational speaker, Hanson created his own company called the Doug Hanson Performance Group. The group is founded on the

idea of creating peak performance through positive shifts in one's skills, mindset, energy, and connection. In a nutshell, the group helps enhance any environment, either corporate or personal, through speaking engagements, online training, teambuilding activities, and an eight-week challenge called Meta-More-Phosis.

With a clear understanding of his audience, strong conviction of his message, in-depth research, and very personable nature, Hanson makes for an engaging and inspirational coach; a coach who frequently references life as a team.

"My dad raised my brother and me with one simple philosophy: 'If it's worth doing, it's worth doing right,'" Hanson shares. "No one likes to be around someone who is just going through the motions. It doesn't work in sports, careers, marriages, friendships, or parenting." He believes the best part of this philosophy is that it takes the need to be perfect off the table. "Teammates, friends, and family members are quick to disregard your mistakes when they know your heart is in the right place," Hanson explains.

Playing Full Out

That basic philosophy and the drive to constantly meet customers' growing needs led Hanson to take on his current project of writing a book called *Play Full Out*. In the book, and its upcoming online complement, Hanson breaks down life transformation into five simple categories: expect more, become more, feel more, think more, and do more. Hanson

explains working through this five-step process involves balancing one's desire for comfort and convenience with the spiritual ability to picture a healthy future full of life and happiness.

Family Matters Most

Life has been blessed, but not without sacrifice for Hanson. "I missed lots to be out creating the business, and it's not without some forfeit of my family life," he shares. "But I couldn't have ever done this without the support of my wife and kids." He beams with pride when speaking of his bride of 26 years, Helen, who serves as a Katy High School math teacher and department chair, and his four children, Kelsie, Cale, Clay, and Kara.

As faith, family, and friends keep this life coach grounded and inspired, he says it's the city of Katy, in which his family has lived for generations, that has provided him with a firm foundation. "The best advice I was ever given was by my mother," Hanson shares. "She says, 'Always give without remembering and receive without forgetting.' It's something I try to live by." **KM**

KENZIE STANFIELD enjoys being a freelance writer for Katy Magazine and is married to her high school sweetheart. They have four children together and love living life to the fullest with their Katy friends and neighbors.



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