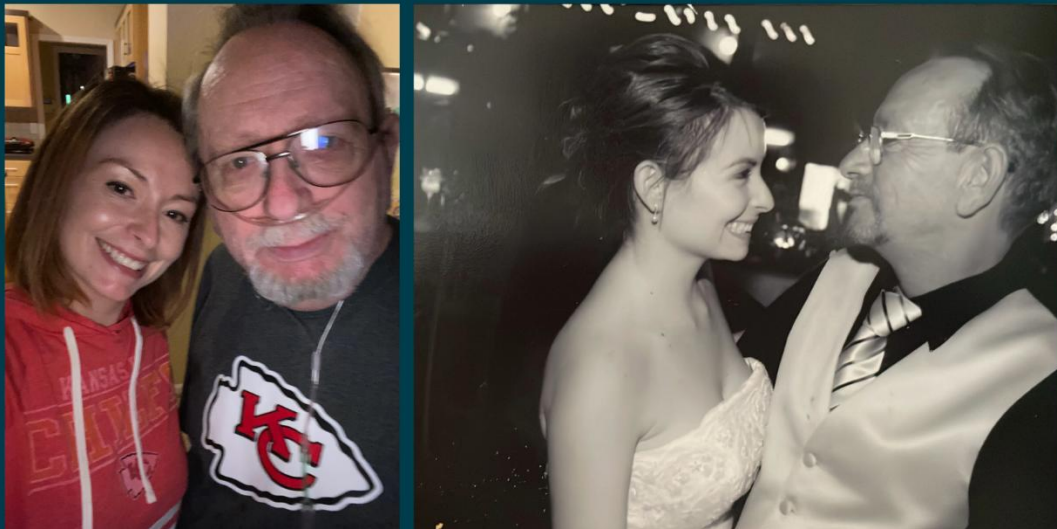


The Gift of Perspective

by Gina Gauna

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For my dad, nothing came easy in life...despite that, he was notorious for having an "I get to" attitude.

He would proudly announce that he "got to" do all sorts of undesirable things... go to work, wash the car, mow the lawn, go to the doctor. And he was adamant that his kids share the same practice and positive mindset. As a teenager, I'd roll my eyes when I "got to" clean my room.

Now, as a business leader reflecting on the third anniversary of my father's passing, I see how deeply his practice shaped me. Because of his effort, I now have a habit of reframing those undesirable parts of my day that infuses urgency, purpose and personal accountability into each task.

Carol Dweck's work on growth mindset echoes this lesson and speaks to the power of embracing effort, challenge and change as opportunity. Her work confirms that changing what you think about, and HOW you think about it, is in your control.

Nonetheless...it is easy to put off, or just power through, some of the less glamorous parts of leadership. But when we make the choice to shift the task from "I have to do this" to "I get to do this", it is no longer just a box to check. If done intentionally, it is suddenly filled with new urgency and purpose.

The mindset shift from burden to opportunity changes, not only how we think about the work, but also how we approach it... and therefore amplifies its impact on others.

Here are three necessary but potentially undesirable sales leader functions that can feel obligatory, but when reframed, become powerful opportunities:

Following up with a disengaged prospect

- **I have to** chase someone who's ghosting me
- **I get to** re-engage and test my ability to create value for my client

Conducting a performance review with an underperforming sales team

- **I have to** deliver tough feedback and risk conflict
- **I get to** invest in someone's growth, re-set expectations, and lead with empathy and accountability

Reviewing pipeline data and conduct CRM analysis

- I have to do administrative work that slows me down
- I get to sharpen my visibility, spot patterns, and gain insight on how to support my team's BD efforts

We all get to reframe the challenges we are facing today

My dad was deeply intentional, not just about what he thought, but even more so about his choices on HOW he thought about tackling every day obstacles. *I am so grateful that he gave me the gift of choosing my perspective.*

When you genuinely embrace the opportunity in a difficult task and choose an "I get to" attitude of appreciation and gratitude, the process will be as rewarding as the results.

If this resonates, let us know. As leaders, what other strategies are you employing to help your teams reframe the challenges they are facing today?

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