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Hey, everyone, welcome to another episode, we have talked off and on about setting goals, and establishing our three to five focus points for the year, those big huge focuses that we really want to deliver in our business, not just something that we could tackle in a month, although we need to have those, but those three to five visionary pieces of our business that we're going to achieve in a year, in order to make our business better. Now, what I continue to see, and what continues to happen around us is that we we layer on more and more and more goals. And how do we do that? Well, I think it's because we start to look around, and then the day of social media and all of the abilities that we have to quickly connect with other people and see what other people are doing. We start to see, you know, successful tactics and events and actions that people have taken in their business. We start to think, oh, wait a minute, that might work for me too. Let me try that. And so then we get derailed. We sort of see those shiny objects come past us. And we get derailed off of our focus points. And it's common. It's common because of how fast we can connect with others in how fast we can see other people's success, or failures. Right? So I'm talking about trying methods, because people are showing how successful they are. What if we start to see those methods being unsuccessful? Do we rapidly adjust because of that? The answer is yes. I see a lot of people rapidly adjusting their tactics and their focus based on the business environment around them based on the success or failures of others. And you know, I would say that in most instances, I mean, it's good to always listen and learn and have feedback. But the key thing that I want to challenge you to remember is you've selected those three to five goals for a reason. And we selected them for a reason because we know our business Now if we're still in the infancy stages of our business, and we're learning, then of course, we want to learn from other people, right? It's like reading history. We never want to have history repeat itself, right? We always want to learn from history. And we want to gain that insight in order to ensure that we don't make

the same mistakes. That's ultimately, you know, why we read and study history up. You know, I studied history in school. It was one of my majors in undergrad. And so I love history. So that's why I'm using that analogy. But you read and you learn history so that you don't make the same mistakes. We should do the same thing in business, we should read and learn to understand, so that we don't make the same leadership mistakes. We don't make the same overarching business mistakes. Okay. But the key thing I want to challenge you to do here when you're thinking about your three to five focus points, is that I don't want you to adjust those focus points. Because you learned of a failure from from someone else in business. What I want you to do is study it. Just Like we talked about studying history, I want you to study that business. What exactly did they do?



03:06

What missteps did they actually make? How do they put together that entire strategy? How long did it take to fail? I want you to start asking some of those key questions. Because what most of the time what what happens is typically, we read, you know, the headline, some big failure, and we freeze and people panic. And then we're like, oh, I'm not doing that. Well, it could have very well been that, that the strategy itself was accurate, but the way in which they lead their people was wrong. Right. It could have been that the overarching strategy was accurate, but the timeline that they put together was way too tight. And so it made it almost impossible to deliver to the plan. Okay, and so, what I want you to do is keep those things in mind, study that business before you pull the trigger, and either adopt a practice that went exceptionally well or remove one of your three to five years. business goals that that you're worried about, because of something that happened to a similar business. And here's the other thing that I want you to keep in mind. I just said similar business, many people will actually make a business decision and change their strategy off of off of something that happened to a business that wasn't similar to theirs all. It just happened to be that it's a business that they've been following. It's been a bait a major chain, or you know, something that's very big, you know, in the world. It's been a very large company. And so like, Oh, well, if that happened to that company, maybe it could happen to my business. Well, the reality of it is, is that anything can mostly happen to our businesses in general, right, we can make those general statements. But if you have a smaller business, the likelihood of the same thing happening to your business and happened to a significantly larger organization. It may be you know, Nolan Boyd, and may not be able to happen to you at all. Okay, your agility and your speed is going to be very different. There's right, your workforce is gonna be different than theirs, your market is going to be different. And so again, study what makes you similar. study what makes you different. study how they move forward and either executed that program successfully, or had a failure. Okay, learn, take in that information and learn. But please don't just randomly or fearfully or haphazardly either add and adjust and change

your three to five focus points, either to add something new or take away something because of, you know, a situation that you saw the news, and I just want to make that abundantly clear. You know, I see a lot of people right now, making a lot of different decisions because of the environment that's happening in this world, right with the Coronavirus. And I'm not saying we shouldn't be vigilant. Please don't misunderstand that I'm not weighing in on the virus. What I'm weighing in on is people's reaction to how they're going to run their business. And right now, what I would encourage you to do is be Smart.



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Read, listen, learn. Remember who your customer is. Remember who your teams are. Remember the vision that you had for this year? Learn as much as you can about other businesses and what's happening with them. Still shamelessly from what they're doing relative to making themselves successful. Ask yourself can it make your business better, too? Alright, so shamelessly and learn from the businesses that are not doing so well, what did they do that you could do differently? Okay, but my challenge to you is don't take your three to five focus points that you've created for the year and scrapped them because of what you're reading right now about other businesses. I want you to learn from history. I want you to ask all the pertinent questions. I want you to make your business stronger through learning from others. I want you to maintain your pace. I want you to maintain your focus. You can handle all of these things. You will be able to push through it. You've got to be smart and diligent and paste. You can't make rapid, crazy decisions without having all the facts. Okay? So take your three to five, read diligently. study the history, study the other businesses around you. Steal shamelessly, from the great things that you can take away that you should be doing a little differently. And then if you need to scrap completely one of your three to five, do it, but only do it after you've done the research to make sure that it's the right decision for you, for your customer, your business and the overall strength of your company. Okay, you've got this, you can do it. Just take your time. Read, talk to your circle, I'm gonna always say that 1000 times talk to your circle, talk to your coach, talk to the people around you. Help them ground you. It's a hard time right now. To to. It's a time that we all want to react emotionally because it is an emotional emotional situation. But you are stronger than that. You're smart. than that you're capable. I believe in you, I believe in every step you're going to take next, to maintain your business. Okay? So steady. Keep your three to five. make good decisions. partner with other business leaders, ask them questions. And then make slight adjustments if you need to. But remember that you made your three to five and a period of time. That was really, really a solid thoughtful process for you. And I want you to maintain that solid thoughtful process as you try to make tweaks, improvements and adjustments. All right. Thanks for listening.

