

It's not them, *it's* YOU

Rhondalynn Korolak shows why you're the biggest obstacle in your business and how you can stop sabotaging your own success

If you didn't have any problems or challenges in your business, would you consider yourself successful? Most business owners make the fatal mistake of assuming that just because they have issues or difficulties, it means they must not be successful. Nothing could be further from the truth.

The definition of success in business is really very simple. Success is not about the absence of trials or tribulations: Success is simply NOT having the same problems or challenges as the ones you faced last year. It's about facing obstacles head on and doing whatever it takes to learn, grow and move forward.

In my work with hundreds of CEOs and business owners, I have discovered a very important ingredient in the recipe of success. Successful owners and leaders take their challenges in their stride and work to deal with them. The others fall into what I call self-sabotage: subconsciously holding themselves back by allowing the world to dictate terms and then blaming everyone and everything else when nothing goes right.

You can tell a lot about a person and their tendency for self-sabotage by the way they spend their time. We all spend our time in various ways. Many business owners tell me that there is not enough time in the day to get everything done. I have a belief that there is always enough time in the day to do all of the things that are WORTH doing.

The key is to identify what is worth your while. Sometimes activity can be

a kind of anesthesia for the pain of not achieving the results you want and deserve. Action is always better than procrastination. However, more activity is not always better than less.

Why do you do what you do?

Everyone knows that 99% of what you and I do every single day is purely habit, good or bad. Most of your everyday activities are just deeply ingrained habits - driving your car, brushing your teeth or taking a shower? You wouldn't dream of not doing them, they are part of your routine and they just seem to happen automatically. In your business you also have habits such as checking your website, opening the mail, grabbing a coffee and glancing at your diary. You do them without conscious "thought" and they fill up hours of your day.

But what about all the actions you need to take in order to build a more profitable and efficient business? Like following up with your best customers, asking for referrals, strategic planning and goal setting? When do you do these activities? Do they often get relegated to "tomorrow" or "sometime soon"?

If you've ever spent your day stuck in back-to-back meetings, responding to emails, doing paperwork or tidying your office - you already know that these are "make busy" activities, and they will keep you trapped where you already are - just maintaining, not growing your business. By filling your days with these tasks,

you are avoiding the very activities that you know will really move your business forward and produce tangible results.

Your habits create the magnificent illusion that you are hard at work, simply because you feel "flat out" and your day is full of tasks.

Let's be honest, you



would actually rather do anything than face the activities you know would radically accelerate your business success, wouldn't you? In fact, you often get to the end of the day and say to yourself "It's OK, I was really busy, I'll just get to that business plan tomorrow."

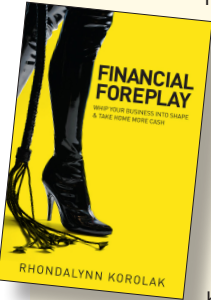
If you are waiting for the right or best time to do these critical productive activities in your business, it will simply never come! There will always be other "busy work" to fill all of your available time. You need to find a way to make your productive activities an ingrained habit, if you want to grow your bottom line and live the lifestyle of your dreams.

7 ways you could be sabotaging your own success

- 1. Perfectionism** – Having to be perfect, immobilises us from making a decision, starting a project and signing off on a piece of important work. Do you deceive yourself by believing that no one else can do the job, so you must do it all yourself? Adopt the 80/20 rule – delegate what you do not have to do and give yourself permission to be human.
- 2. Refusing to Let Go of The Past** – Have you ever heard yourself say "last time I tried that, it didn't work"? If you catch yourself finding reasons from the past to justify why you are not moving toward your compelling future, stop NOW and take a good hard look at whether you are focusing on reasons or solutions. The quickest way to move forward is to ask yourself a simple question "what can I do differently right now in order to have the result that I want?"
- 3. Lack of Accountability** – it is impossible for you to hold yourself accountable for the decisions you make and the actions you take. Find someone outside your business that can act as a sounding board, follow up with you on your action plan and hold you accountable to your goals.
- 4. Lack of vision, planning and specificity** – if you don't know where you are going, how will you know when you get there? If you don't have a business plan, make this your number one priority today. Goals need to be written down in detail to allow

your mind – which is a goal seeking mechanism – to hone in and hit the targets you have set.

- 5. Lack of focus** – stay focused on the important task you are currently working on and only allow yourself to be diverted by real emergencies.
- 6. Fear of Financials** – you cannot have a truly successful business if you don't know your numbers (and the implications). Learn the key drivers and indicators in your business and track them daily.
- 7. No Testing and Measuring** – The simple act of testing and measuring everything in your business will save you thousands of dollars this year. Simply put, what gets measured gets done and improved. No matter what IT is, if you haven't tested and measured IT, you don't really know if IT works and you could be wasting time and money on IT.



About Financial Foreplay

Poor financial management is as fatal to your business as a photo of your parents on the bedside table is to your libido! If you want to protect the heart of your business and get it to show you more love, you must understand and learn to prevent the most common causes of small business failure. **Financial Foreplay** is the antidote to these lethal killers.

How can you STOP sabotaging your own success?

Unfortunately, there are no quick fixes. Some of the most common forms of self-sabotage are habits because they are deeply ingrained behaviours that take time to establish or eliminate. In the 1960's Dr.

Rhondalynn Korolak is a lawyer, chartered accountant, clinical hypnotherapist and Master of NLP and is an expert at business acceleration and the power of influence. She is the author of "On The Shoulders of Giants" and "Financial Foreplay" Contact Rhondalynn via email info@imagineeringunlimited.com or visit www.imagineeringunlimited.com

Maxwell Maltz discovered that it took 21 days for amputees to cease feeling phantom sensations in their amputated limbs. From further observations he established that it takes 21 days to create or eliminate a habit.

Brain circuits take engrams (memory traces) and produce neuroconnections and neuropathways only if they are bombarded with information for 21 days in a row. This means that our brain does not accept new data or information for a change of habit unless it is repeated each day for at least 21 days. Changing habits can be done but it takes time and consistent effort on our part.

Today is the best time to identify which form(s) of self-sabotage have been holding you back from having the business and lifestyle of your dreams. Make a plan on paper – specific decisions and actions that you can take to move forward in this aspect every single day for the next month. It is imperative to track your progress each day and take at least one step forward toward your goals.

How you can "get out of your own way"

If you've got a lot of issues and obstacles in your business right now, it's time to celebrate the amazing opportunity that they present for you and face them head on. Remember, successful owners and leaders encounter challenges and problems every day. The difference is that they choose to confront and overcome them - these people make time to focus on productive habits. They rise above the 'noise' of busyness, create ways to focus their brain on the things that really matter right now, and get on with the job. They set specific goals and they monitor and take action based on the financial trends in their business. They don't try to do "everything", they focus on the very things that will give them the most leveraged and positive result. They ultimately make doing these important activities an ingrained habit of a very powerful kind. They rarely blame external circumstances when things go wrong, seeing them, rather, as out of their control and therefore not worth expending too much energy on.em