



issue 30

January 2014

2014 New Results or Same Old Story?

"If nothing changes, nothing changes."

So another year has slipped by, and we welcome 2014 with our usual degree of hope that this year will be different. That results and progress that have eluded us in years gone by will finally this year be delivered.

And yet, most people do the same things but, they expect different results. Guess what results they get? That's right the same results, which may be no result.

Let me talk about the two big reasons why for so many people, nothing changes.

#1 No Clarity ...

They are simply not clear and specific about what they want.

It's simply not good enough to want to improve your business, or to be healthier or to be better off financially. It's just too loose of an objective which results in drifting, time wasting, procrastination, lack of action and lack of new results.

You need to specifically answer 4 questions;

- WHAT do you want?
- WHEN do you want it?
- WHY do you want it?
- HOW are you going to get it?

If you don't know what you want, do you seriously expect to get it? It's not as silly as it sounds.



So instead of wanting to "improve your business", you need a specific objective such as "Increase your turnover to €x", "Increase profit to €x", "Increase number of new clients by x".

Similarly for a health goal or money goal, you need to be very specific about what you want e.g. to weigh x amount, to run a 5k in x time, to increase income by €x, to get promoted at work to a specific grade.

Being specific about the outcome you want is one thing but when? You must set what you want and it must be time stamped. When do you want it?

Now with a specific outcome defined and a specific time and date, you now have a target. You now have created the opportunity for accountability. You saying you are going to do something specific, is one thing, but you saying you are going to do a specific thing, by a certain date and time, that provides a real opportunity to hold yourself accountable, and accountability, i.e. personal responsibility is a great stick for progress.

Think about it. A typical work meeting. If everybody leaves the meeting with broad unspecified tasks with no deadlines versus everybody leaving the meeting with clearly specified tasks and clearly specified time and date for completion. Which works better?

We know this in this context or in the context of say organising a wedding where what's to be done by when, by who is very often clearly defined but when it comes to what we want from life, we can be too general and this impacts directly on our results.

In addition, why you want it (the motive in motivation) and how you are going to get it, complete the detailed picture, and immediately increase your possibility of success. Without

it, you've increased the possibility of failure. So for any goal, work or life, remember WWWH. (what when why how).

Does this take time? Yes of course but you don't get results without action. Not being a busy fool but a considered taker of specific steps at specific times for results.

So as they say, clarity is power.

#2 Your Mindset

The other big reason people fail to achieve the results they would like is their mindset.

By this I mean their beliefs about themselves, their business, the world, their thinking habits which all ultimately drives their thoughts, feelings and actions.

For example, you're a business owner and your thinking and self talk is something like "nobody's buying this product", "there's no money about", "and it's hard to sell this service" etc. etc. Your thinking, your self-talk gives an insight into your beliefs. If you really don't believe people

will buy your product, you won't really try to sell it. Your assumptions, your beliefs will determine your actions. But guess what, how you see

the world isn't always how the world is.



If we take somebody looking for a job and their self talk is something like "there are no jobs out there", "nobody's hiring people like me", "I'm too old", then guess how many CV's or job applications (aka Action) they will send out? You know the answer. No Action, No Result.

What about somebody with a different mindset? "Yes, the jobs market is tough but somebody somewhere is going to hire an architect today, why can't it be me?".

Again more personally, "I'm not a creative person", "I'm too old", "I don't have the money", "I'm not good enough", "I'm not a sales type person" etc. etc.

Your mindset drives your thoughts, feelings, actions and consequently Results.

I'm not saying that the beliefs you may have, like the ones in the examples above, are necessarily or always incorrect but I am saying that your view, your beliefs, your assumptions about yourself, your business, the economy, and your prospects will determine your action. Action = Results.

You must challenge your thinking, question your assumptions, reserve judgement and prove by actions, not assumptions.

This is just the tip of the iceberg about mindset but hopefully it may help to move you from a position of "I can't" to "Maybe I can". That simple maybe is the seed of doubt, about your doubts and can change everything.

So to conclude, if you want to make 2014 different from those years gone by then:

- Decide very specifically, what you want. Remember WWWH (what, when, why, how). If you can't answer that question with conviction then the simple fact is that 2014 may be like many before and you will lament your lack of progress.
- Challenge your doubts, your assumptions, and your beliefs about everything. Look for specific hard evidence to verify your assumptions. A lot of the time you won't find it, and this opens up the door to action & results.

2014, it's all to play for



Last word

Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. joe@fwf.ie.

Contributions to our monthly Framework Financial Newsletter are made from our Business & Professional Development Expert, John Byrne. (Email : john@mindcoach.ie Phone or Text: 086 8116101)

Disclaimer: This information has been provided by **framework financial** and by third parties for information purposes only. Whilst every care has been taken to ensure that the content is useful and accurate, **framework financial** and any contributing third party shall have no legal liability or responsibility for the content or the accuracy of the information so provided, or, for any loss or damage caused arising directly or indirectly in connection with reliance on the use of such information.

framework financial:

Unit Ab1, Centrepont House, Rosemount Business Park, Blanchardstown, Dublin 15
Phone: 01 - 8829938 Fax: 01 - 8829772 Email: info@fwf.ie
Joe McGuinness & Company Limited trading as framework financial is regulated by the Central Bank of Ireland

