



# latest word

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## Are you getting in your own way?

If you wanted to improve your business or any aspect of your life right now and I asked you to give me a list of five things you could start doing to begin to change things, I bet you could give me a list. If you didn't know off the top of your head (and you probably do), you could spend 15 minutes on Google or even in a bookshop and come up with five good actions to take you forward.

So it's not necessarily a shortage of strategies or knowledge that is stopping you. So if you know what you could do but aren't doing it, could it be you who is stopping you?

So why would you get in your own way?  
Lack of motivation? Lack of focus? Lack of clarity?  
Lack of energy? Fear? Confidence? Courage?  
Or is it something a little less personal such as a lack of time, money, opportunity, education ?

Or if it's not you, it's the economy, the government, the banks, the IMF?

You see it's always you and if you think it's somebody else that's responsible, you've missed the only game in town. If you think it's up to somebody else, you've just handed away your power, and I would not be holding my breath waiting on others to make you, your business, or your life more successful.

We see the world from our own point of view and it seems pretty certain to us that that is the way the world is but, it's only our view. We see what we've become conditioned to see. That's why two different people will respond differently to the same event, and get different results.

Question, do you know other businesses in the same industry as you or other people like you, such as your neighbours, friends or whoever, that have the same or less ability than you or have a similar or poorer product or service to you? But they seem to be doing better? I'm sure you do. So why are they doing better? It comes down to how they see the world and how you see the world. You have the same ability but different perspectives or different philosophies if you like.

You see the economy and conclude that business is tough and there's very little or no business out there. Nobody has money etc. (you pick the story). They see the same environment but conclude that somebody somewhere is going to buy what I/we sell today and, why can't that be from me/us? Same situation, two perspectives, two different levels of motivation and energy and two different results. To some degree or another we all get in our own way. What we think determines what we do or don't do which determines what outcome or results we get.

What we believe about ourselves and the world is a huge success or failure factor.





For example ....

- ◆ I'm not good at sales, I'm not a sales person.
- ◆ I'm not a numbers or finance person.
- ◆ I'm not creative.
- ◆ I'm not really a people person.
- ◆ There's no business out there, nobody has money.
- ◆ I'm not smart enough.
- ◆ It's hard to sell what we sell.
- ◆ I don't have the time or the money.

Whatever story you're telling yourself is determining your results.

To change your outcomes, you must change your thinking. You must change what you believe about yourself or your environment.

We have become conditioned from the very early days by our parents and teachers when they said "Johnny is good at this ....., Mary is good at that".

We have become conditioned by the media and the story out there such as "the economy is this or that, the recession is this or that", etc.

We have become conditioned by our experiences. Maybe something goes wrong some time and now we've generalised our experience and come to the conclusion that we're not this or we're not that. There's a great quote that says "You can have anything that you want if you will give up the belief you can't have it".

Let's say you want more money, either as a business owner or employee. I bet you have good reasons, which feel pretty certain to you, as to why that's not possible or at least quite unlikely.

What we believe about ourselves and our world is how we are conditioned to see it, which in turn determines our actions and behaviours which in turn determines our results.

We must question our view of ourselves and our world if we wish to change our thinking which can move us out of our own way.

So for example, I'm not a salesperson, I'm not that kind of person, I'm not good at it.

- ◆ What do you mean exactly?
- ◆ How do you know that's true?
- ◆ Have you ever sold anything? Ever?
- ◆ Is it reasonable to consider that you get better with practice and more experience?
- ◆ What do you think a salesperson is?
- ◆ How do you know you're not good at it?

Ultimately as business owners or employees we're just one person solving another person's problem or helping them in some way. Now I know you said you're not a sales person but do you like to help people? So you're a people-helper? I don't mind if you change the name.

If we want to change our outcomes and results, we must begin to do different things and act differently. To act differently, we must begin to think differently.

If we can think differently about how we see ourselves, we can begin to move out of our own way.

As Henry Ford once put it, "Whether you believe you can or you can't you're probably right".



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

Feedback on our newsletters is always welcome and gratefully received. [joe@fwf.ie](mailto:joe@fwf.ie).

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