

For the Business Women's Café, on- line article.

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Title: **JDI :One course of action that makes the biggest difference.**

As an adult running a business, do you behave as an adult or a child?

Children are told what to do; adults choose what to do.

One high impact of a slow-down in business is that every woman is advising you how to do your job differently to ensure you stay in business. In fact, I think you don't need all this advice because you know best yourself and you have the answer in yourself. However, you need to have confidence in that and then get on and do it. Some say, "JDI" or "just do it"

When you are given contrasting information, one person suggesting strong marketing activity, and the next to have restraint from any expenditure in a downward market, who do you listen to? This one or that one? Or do you get locked into no action, frozen by the disparate facts, claims and promotions that arrive unrequested. Do you need to take action, do you need to respond, or is sitting still the best choice? Do they know more than you, do they understand your market more than you?

So we have lots of information available today from many sources. It may all be good, all worthwhile, all likely to be of benefit to you. However, there is so much advice; it becomes difficult to choose what to listen to or adhere to.

However without action they are all just ideas and theories to be filed on the bookshelf. An idea is of any use until you own it and action it.

Are you going to take action on any of this advice?

Have you decided what to do only to be swayed by the next piece of information? Having so much information makes it difficult to assess the BEST route, the BEST choice, the BEST decision for you.

If you feel rather like a piece of seaweed being pulled and tugged from a rock with the swirl of the rushing water around you, read further and become a limpet! Yes grow your business, carefully and systematically. You can do this by making just one decision and sticking to it!

What is the one thing you can do to ensure maximum impact for your business and for your company growth?

Just one thing! Yes, just one thing is all it takes because taking action on a single activity is much more effective than considering one hundred activities and taking no action! And one action undertaken will lead to many other achievements.

In the wise words of Brian Tracey... 'We have a strong tendency to over-

estimate what we can achieve in the short-term, but totally under-estimate what we could achieve in the long-term'.

How do you get to that key action? If you have a problem with choosing this one action, list ten activities that you know will make a difference to you.

For example, my first five items looks like this:

- Grade my customers to recognise those I need to nurture
- Review my networking meetings to see which one(s) have good ROI
- Write an article for BWN
- Contact my database (B grade clients) within the next 90 days.
- Organise my diary to allow for phone calls to new customers

Now take that same list and decide in which order you will attend to these things. I now assess which one action will make the biggest difference to me. They are all valid and they are all worthwhile. What is not possible is for me to carry out all ten actions within a realistic time scale. Similarly, nothing will happen if there is no deadline, no urgency, and no reason to action. So I make my choice.

And instantly feel relieved that I now can concentrate on one decision.

The next thing is ... JUST DO IT.

It might be that it's not your favourite activity. Frog eating comes to mind, (cf Eat that frog, Brian Tracy) ISBN-13: 978-0340835043

So, if it's in the 'difficult and unpleasant to do' category, do it *first* each day. I was talking recently to a budding writer who just could not get into the swing of writing her novel. We considered her working style, timing and when she is most likely to be proactive in putting a chapter down. Now it is part of her routine every day. And Bob's your uncle, she has x pages of her book written in January, having laid dormant for a couple of years. She is so excited! "*Peronel made me realise that just by utilising my time a bit better, I can find the regular discipline necessary for writing a book thus tackling it effectively. By writing at the very start of the day - in a slot that I always found to be unproductive with my normal job - it then allows me to dedicate the rest of the day to my other work without compromising or encroaching on that. Common sense for some, maybe, but it was pure enlightenment for me!*"

So back to this **JDI** action. If you apply this one action you have chosen every day for 4 weeks it will turn into a habit and will become part of your routine. Now you can add a second item to your 'to do' list. Before you select this second item on your 10 -point list, review the list as it might have changed, or your requirements might be different.

In the meantime you will have received another 30 emails with advice on how to rescue your work, your life, your activity, and still nothing has changed. But you have changed as you have taken control of your own destiny, your own development and have moved forward.

Do you like this? Forward the BWC link to your best work colleague who also runs her own business. Tell her about how you have taken ONE action and have stuck to it, with the JDI principle.

Let me know how you get on...

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