



DO BUSINESS FASTER™

## **Jim's Profit Accelerator 176** **Waiting for a Miracle?**

Are you waiting for a miracle? Apparently, some economists are. Productivity in the United States has declined pretty much since 2002, with some notable quarters as welcome exceptions.

"As far as I'm concerned," said Neal Soss, vice chairman of research at Credit Suisse, "productivity is pretty much a miracle. We don't know where it comes from."\* Amazing. Productivity is a key driver of wages, growth, and much that we hold dear, and the best research says it's a miracle? To be fair, what that means is that it's elusive to predict.

**SPEED BUMP:** The path to grow your skills and performance is not so elusive.

These principles of personal growth are GAT (generally accepted truths):

1. Folks who work at getting better usually improve more and sooner than those who don't.
2. Improving is about changing a habit.
3. To change a habit: name it, take a small step to change, repeat daily. If you're a diary person or note taker, chart your attempts daily.

To take these three principles further:

- Expect erratic change, not steady improvement.
- Reward yourself when you see an improvement (praise is good; ice cream not so much).
- An accountability partner often helps.
- The right coach will accelerate your progress.

**SPEED BUMP:** Why not do what the most successful folks do: Get a coach!

- The person who is serious about fitness gets a fitness coach.
- The professional athlete who is serious about her career gets a coach.
- The top business leaders in the country each have a coach.
- Coaches are often invisible to others, except athletes.

The head of your organization likely has a coach. Have you asked?

**SPEED BUMP:** Coaching is a proven road to improvement.

Which of these excuses do you use to deprive yourself of a coach?

1. I can't afford it. (How would your earnings change if you were more successful?)
2. No one I know has one. (Meet new people?)
3. I can do it myself. (Then why haven't you?)
4. The coaches I've met seem superficial. (How hard have you looked?)
5. I'm not at a high enough level to make it worthwhile. (What's the level?)
6. Things are fine. (Do you know about entropy?)

**SPEED BUMP:** The most successful people have a coach or advisor.

If I told you that I don't want to go to the grocery store or a restaurant to get food, you'd wonder if I'm out of touch. Stores and restaurants are where most folks get food most of the time (okay, and from their garden). Yes, there can be reasons to get food elsewhere, but that's not the point. To get food, go where food is. To improve your performance, do what high performers do: get a coach.

You object, "But I regularly go to seminars, and I'm in a leaders group that meets monthly." Your leaders group or training session might be great for new knowledge, but it's a lousy way to change a habit—and personal growth and performance is a lot about habits. The habits enable you to continue to learn, to apply your knowledge, to expand your impact on others and your organization, and so forth. In fact, you already know all of this, but there you sit, coach-free!

**ACCELERANT:** Which day this week will you look for a coach for yourself?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

A note on **SPEED BUMPS:** Use them to click quickly with an idea that can immediately be implemented in your life as a business leader. Think: "How can I use this today?" or "Who can use this?"

\**Wall Street Journal*, 12/12/17 B10

For more information, visit [www.grewco.com](http://www.grewco.com).

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.

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