



DO BUSINESS FASTER™

## **Jim's Profit Accelerator 240**

### **The YouTube Fallacy**

My stepson is in his early 40s, and he not only runs marathons but also enjoys both snow and water skiing. He does his homework before he invests his time or money, and he found a YouTube video to help him upgrade his water skiing to a slalom (single) water ski. After careful study, he tried it—behind his magnificent new Axis T22 boat with power wedge and surf gate. It has all the gear, power, and control you'd want for slalom skiing.

He went 0 for 3 in his first three tries with the slalom, which proves at least three things:

1. Slalom skiing is harder than it looks (though it can be learned).
2. Skiing on two skis helps but won't fill the gap to single ski.
3. Watching it doesn't teach it.

**SPEED BUMP:** Watching isn't enough to learn most complex things.

One of my clients ended our work together, saying that he'd learned what he could from working with me. He was CEO of a long-time business, had been coached by his dad, but didn't want to look at his limits or work to improve his skills. The business has been sold for a fraction of its original worth.

The point is not that I'm an encyclopedia, but that the discipline of looking at what works and what needs improvement is elusive in the waves of daily interruption. Part of the role of a coach is to impart wisdom, but much of it is to make a space to examine, question, and learn—the foundation of improving performance. And learning happens better in front of a skilled coach than alone.

**SPEED BUMP:** Getting today's production out the door can be all-consuming for many SME leaders, and sadly it consumes much of the space for personal improvement.

Watching someone else isn't the same as asking others to watch you (and watching yourself through metrics and others' reactions). Your self-watching includes the blinders that block your ability to see real opportunities to improve.

**SPEED BUMP:** Improvement happens when there's data and space to try new things.

**ACCELERANT:** Who will you trust to watch you closely and tell you how you're doing?

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?”

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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