



Jim's Profit Accelerator 135 Sweet Spot Leadership

Ted Williams, who played for the Boston Red Sox from 1939 to 1960, is acknowledged as the best hitter in baseball. No hitter has hit .400 for the season since Williams did it in 1941. His approach to batting is a key to Warren Buffet's sustained investment success, so maybe Williams has something to offer you too.

Williams's essentials were these:

1. **Remarkable eyesight:** He watched the ball into his bat, a technique copied by generations of would-be hitters.
2. **Disciplined study of what interested him:** He developed a conceptual picture of the strike zone for a hitter, cutting it up into baseball-sized circles over the entire area. (Imagine a rectangular sandbox the size of the strike zone. Then fill the sandbox with baseballs one ball deep. Then label the rows and columns, like an Excel spread sheet.)
3. **He knew his sweet spot:** Use your sandbox filled with baseballs. He ranked them at three levels (let's paint our baseballs three colors to match their location):
 - IN sweet spot (Red)
 - NEAR sweet spot (Green)
 - FAR from sweet spot (Blue)

By watching himself closely, Williams learned which locations in the strike zone were best for his hitting. So he focused on the reds, occasionally tried for the greens, and let the blues pass by. It wasn't necessarily in the center of the strike zone. Instead, it was the place in the strike zone where he was most likely to get a hit.

SPEED BUMP: What's your sweet spot?

Sweet Spot Finder

Here's a quick trick for finding your own sweet spot. It's different for every person, but it's worthwhile to know it, because it can lead you to success faster with less effort. (Note that I didn't say it would lead you to success with no effort—that's ice cream that doesn't make you fat.)

- **Note the things you do well, that seem to be "like rolling off a log."** Pay attention to the result, not the effort. These things are in your "Red" spot—your best sweet spot.
 - Puritan Poison has taught us that we have to "work hard" to have great success, but it didn't tell us where. It's the "where" that's your doorway to great success.

- Accept the reality that you can excel without killing yourself. There is simply no correlation between effort and results, in spite of what your seventh grade teacher told you. Big IF: If you're in your sweet spot, results will come with less effort than if you're outside your sweet spot.
- **Make your own baseball diagram to sharpen your picture of what's in your sweet spot.**
- **Do more in your sweet spot, to hone your natural gifts.**
 - The sharper your sweet spot, the more you can apply it.
 - Ask for help when the task requires skills that are well outside your sweet spot. You'll get credit for the results and for asking early.
 - Include in your next review a discussion with your supervisor about what you can do to sharpen your sweet spot skills, and what responsibilities fit that sweet spot.

Warren Buffett Bonus: Warren Buffett has built his own “sweet spot” diagram, and he uses it to choose investments or let them go. It's not about their potential; it's about whether they're in his sweet spot, and then about their potential.

ACCELERANT: Where will you apply your sweet spot this week?

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

For more information, visit 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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