



DO BUSINESS FASTER™

Jim's Profit Accelerator 272 World-Class Performance

Russ Faurot is a world-ranked professional windsurfer. His sport combines surfing, windsurfing, and gymnastics performed on and above big ocean waves. Competitions are worldwide: Japan, Thailand, Chile, Madagascar, Maui. Of course he's crazy, but he's become an expert since we started windsurfing together in Kansas. Needless to say, he worked harder than I did.

THE POINT: His world-class performance comes from three things that are available to you and your people:

1. Crystal clear focus
2. Relentless practice
3. Swim in daily messiness

Crystal Clear Focus: Another case of "everyone talks about it, few do it" or "If you want to excel, do what the top folks do." Focus is about anti-clutter, which is really about limits. Limits are excruciating because they demand the pain of disappointment. Reality is less than our dreams (mine too), and the sifting process is mostly about painful loss. The antidote is to focus clearly, most of the time, on the outcome that you want, and go for it. And go for it. And go for it. And then refine your goal some more. You'll have your goal when you can taste it, like Russ can taste the saltwater when he's landed a forward double somersault on the wave. Picture that! (That's what he does....).

SPEED BUMP: The difference between understanding and action is success.

Relentless Practice: This gets easier when your focus is clearer. The rule is simple: *Do ONLY what moves you toward your goal.* (Be gracious about time required to maintain essential relationships—it's part of reaching your goal.) Secret tip: Work-life balance moves into reach when you're relentless about practicing your simple, uncluttered goals. Initial competence feels like mastery, because you haven't seen mastery yet. The tell is that you've been working on this goal for a year or two, and it seems like you've got it. Either the goal is too small, or you're kidding yourself because you want it to be true (don't we all). If you revisit your goal, cleanly, you'll see progress (good), but you haven't really reached it (great insight). To be fair, Russ can tell whether he lands a move or tumbles into the water, but it's much harder to see how well he's executed the move. That takes input from an observer—just like leadership! Russ is on the water 200 days a year, or more (relentless).

Swim in Daily Messiness: What you miss if you watch a windsurfer glide across the water is the violent shaking of the board. It's jumping around like it's been shot, and it's worse when it's up in the air. Russ's mastery is a relaxed encounter with the writhing sail and board, knowing what move to make next (usually). Sounds like life leading an organization, regardless of product or market. Success comes from getting into the water, trying things, studying what works, and building alliances with folks who help you see what works and what doesn't. Your goal measures your progress.

SPEED BUMP: Success demands driving to the goal fully immersed in the mess.

ACCELERANT: What goal will you scrub this week?

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.

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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