

Jim's Profit Accelerator 79: Use a Bigger Shovel

Looking into your personal darkroom (how your future life will really be) may either be your nirvana (if you're a thinker) or your nemesis (if you'd rather just do something). This is not about which you are; it's a way to improve your future life regardless of how you're wired.

The fine line between confidence and success includes phases of accepting help in the dark spots. Real winners seek help in areas where they're already successful. For some reason this is common in athletics, and rare in business. Testosterone can't be the answer.

SPEED BUMP: Step around your resistance to powerful help; this is your big game.

One way to avoid help is to get wimpy help, so you can say you did. This takes the form of talking with your accountant or lawyer or financial advisor, who may be smart but doesn't have the skill to really get into what matters with you on this topic. If you're a wide receiver, you probably don't spend much time with the line coach. The test for a competent helper: Does he make you a bit anxious, on top of your absolute trust in him?

What's the bigger shovel? Do some serious digging into who you are, and accept the need for a bright light along the way. Miners wear a lamp to stay alive; the choices you're trying to unearth can be equally deadly if done wrong.

Here are some serious shovels:

Shovel 1: What If You're Rich?

Imagine that you have all the money you'll need to take care of your life and your family in ways that you desire. Now ask yourself:

- What would I change?
- How will I see my gifts with the courage to apply my personal power?
- What would get me off my chair?

Shovel 2: What If You'll Die in Five to Ten Years?

Since you won't know advance notice of your death:

- What will you do now?
- How will you bring it to life?
- When will you start?

Shovel 3: What If You'll Die Tomorrow?

This may be your doorway to richer answers to the above questions. What do you wish you'd done? (And please skip the Bucket List, which is a lazy way of avoiding careful thought.) Start with these three:

- Relationships
- Play
- Worthy causes

SPEED BUMP: It's not what you plan; it's what you do.

Rich?

Die in 5–10 years?

Die tomorrow?

Here's how to bring the three questions to life:

1. Write each question at the top of its own page (type or handwrite, but do it.)
2. Do one page each day within a week.
3. Spend no more than 30 minutes on each page.
4. Calendar it like it is a payday.
5. Return to each page three times in three weeks to enrich your lists.
6. Rank each item on each page A, B, C in importance to you.
7. Pick the top A on each page.
8. Start on one A immediately after you've ranked the three pages.
9. Revisit your pages in one month. Update the rankings, and then review with your most powerful advisor. (Powerful means she cares about you, she knows you, she wants the best for you.)

SPEED BUMP: Actually doing this will be one of the hardest things you've done.

The power of an advisor is in accountability. While you may think you've been accountable to others for your business, these actions sweep away all your accountability structures. Your odds of success jump if you replace your accountability structure, and they drop below zero if you don't. Boxer Mike Tyson: "Everyone has a plan until they get punched in the face."

Test yourself: What did you plan to do today that you didn't do? How about yesterday, and the day before?

ACCELERANT: How will you come out of the darkness smiling?

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 is an expert in CEO-level strategy and executive leadership whose clients refer to him as the Business Defogger and Accelerator. Jim helps leaders swiftly discover the hidden opportunities within their businesses and exploit them for dramatic results. Nearly three decades of success as a COO and CEO coupled with his experience running nine thriving businesses provide the foundation for his consulting work as president of the Grew Company. He presents regularly to industry groups, mentors business leaders, and shares insights on his blog, BizBursts.com: <http://bizbursts.com/>. He holds BA and MBA degrees from Stanford University.

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