

13 Reasons Why Entrepreneurs Struggle To Be More Effective

I have recently received numerous requests from frustrated entrepreneurs, asking for specific bottom-line observations and feedback that will help them build and sustain a successful business in these challenging economic times. The following distinctions, which are based on my Straight-Line Coaching methodologies, have helped more than 5,000 individuals and companies become more effective, productive and profitable. I am convinced they will work in any economic climate, no matter how difficult.

1 Failure to set priorities. If everything is a priority, then nothing is a priority. A workable system must be created and implemented to identify high-level priorities from mid- and lowlevel priorities.

2 Tolerating unworkable behavior in yourself and others. Let's face it, unworkable behavior is not repeated unless it is rewarded in some way. By ignoring the behavior, or explaining it away, you are enabling the individual, whether it is yourself or another, to continue the destructive pattern.

3 Insisting that running a successful business must be an overly complex activity. Most complexity is a direct result of a lack of confrontation, in doing "what's required" to get the result you intend. To the degree that an individual will not deal with "what there is to do next," they tend to invent more elaborate systems to accomplish the task, thus unnecessarily complicating the matter.

4 Actively resisting undesired situations instead of embracing them. Resistance just makes what you are dealing with more solid and difficult to handle. When you actively embrace a situation, you are in a better position to see and act upon the missing elements of the puzzle you are working to solve.

5 Too many projects in motion at once dilutes focus and forward thrust. Focus on the projects that will give you the highest payoff. Drive three things forward a mile – not 100 things forward an inch.

6 Buying into the erroneous belief that the customer is always right. While it is always appropriate to be respectful and courteous to customers, it is also appropriate and necessary for the sake of the stability of your business, and the needs and desires of other customers, to decline outrageous requests that you are not obligated to honor. This is a judgment call on your part.

7 Being content with insight. This is a real killer. Knowing what to do and not doing what you know occurs all too often. Stop taking seminars and trainings if you are not going to apply what you learn. You must back up knowledge with action, or what you know will go to waste in a heartbeat.

8 Practical dream vs. fantasy dream confusion. Ask yourself: "Do I possess the necessary required information, skills and commitment to make my dream a reality?" If not, confront if you are willing to generate those qualities. If the answer is yes, stay with the dream. If the answer is no, pick another dream to which you are willing to commit.

9 Time management issues are not addressed in a sincere manner. When people complain about not having enough time, they are really saying that they don't have the time to do the things that "matter" to them personally and professionally. If you don't commit to a "specific date and time" to accomplish a specific request, task, project, etc., you are merely having a social conversation.

10 Ignoring the fact that "without commitment, nothing happens." When an entrepreneur is bogged down and struggling, it's almost always due to a commitment issue. Either the entrepreneur has not gotten a sufficient commitment from another, or they have not generated a powerful enough commitment themselves. Commitment is the fuel that drives the engine of a successful life.

11 Using what happened in the past as an excuse for not acting decisively in the present. You must realize that the past is nonexistent. No one, no matter how talented, capable, or intelligent, can travel back into the past and change what happened. The future is created from what you do in the present. Act powerfully from the present. It's the best you can do and that's usually enough.

12 Letting disempowering thoughts, feelings and emotions dictate what you do and don't do, as opposed to stating what you commit to do and following through. This is the hallmark of integrity.

13 Getting caught in the “wanting, wishing and hoping” trap. It's a trap because it only leads to more “wanting, wishing and hoping.” Decide what your life will be about. Decide what you will create. Show up. Play with a high degree of intentionality. Do “what's required.” Live powerfully.

This document was written by Dusan Djukich; the innovator of Straight-Line Coaching and the best-selling author of Straight-Line Leadership: Tools for Living with Velocity and Power in Turbulent Times. www.straightlinecoach.com

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