

A man with short brown hair, wearing a dark suit, light blue shirt, and red patterned tie, is smiling. He is positioned on the right side of the frame. The background is a red, textured surface with a circular inset showing a city skyline with a river in the foreground. The text is overlaid on the left side of the image.

Business Keys to Success

Lesson 15
Road Kill And The Book That
Will Never Be Written.
Movement To The Middle
of the Road



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Business Keys To Success

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Foreword

Welcome to Week 15 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

In week 14 you learned about putting the odds of success in your favor. All of us have baggage. It’s a matter of knowing what to do with it and how to manage it. Knowing how to manage it can increase your opportunities for success.

Once you have your baggage in place then you are ready to take off. Similar to airplane on a runway, you must go full throttle to have your business take off and to get above the clouds and turbulence.

Yet, you need to reach a point where you no longer have to go at full throttle. If you don’t, you will burn out.

You will no longer have to go full throttle when you have systems in place. You have support personnel. Your business is going all out but you, it’s most important asset, is now having time to rest, recharge and to create a vision for greater success.

That’s exactly where you want to be as we move into how to position you and your business for continuing success.

Introduction

Very often as business owners we can be our own worst enemy. You are the captain of your business ship. You are the one who guides it through the inevitable challenges that business brings.

Part of the excitement of business is that it presents challenges. Yet, there are challenges that you end up creating because of how you choose to run your business.

Now I know you don't wake up in the morning and try to figure out how to make your day more difficult. But, without knowing it, that is exactly what many people do.

The key is to be clear in your goals and the path you are going to take. The reality is that for most of you the goals are clear.

The challenge is in taking the best path. This is where you can get off course. This week's training will give you some insights to staying on course and selecting a path that will give you a clearer journey to the future you are designing for you and your business.



week

15



Road Kill & The Book That Will Never Be Written Movement to the Middle of the Road

Hello, Business Keys To Success Members

Welcome to Week 15 of the Business Keys To Success. Last Week we looked at baggage, how to balance it and lighten it. We learned from the story of the Frog and the Scorpion that we must always be aware of our baggage. And we must know what baggage we are adding.

This week we are going to explore the concept of how we are locating our movement and where we are placing ourselves. We will also review some of the

components to successful movement that you have already studied and wrap them into this week's lesson. Location of your movement through life and where you place yourself is critical to your success. Your goals will determine where you are headed. Your goals are your destination. In getting to your destination you can take many different directions. The best direction is the one that offers you the shortest distance and fewest complications to reaching



your goals. Greatness cannot be achieved by a direction that has you colliding with distractions, off purpose pursuits or people that push you in the wrong direction.

In the retail industry I have heard many consultants say that the three most important components to success are location, location and location. Location on the road you are taking in the direction you are going is crucial.

In studying history there is one book that will never be written, "Great Moderates in History." They may have been thought to be great at a moment in time, but history judges them harshly.

Think of all the great figures in history and none of them would be considered moderates. Historically, great people stay out of the middle of the road. They knew that was where their passion to achieve, create and be more would be run over and killed.

Getting To One Side Of The Road Or The Other

My Dad told me as a young boy, "Get to one side of the road or the other if you want a better opportunity to be something more and to be significant. Stay in the middle of the road and you will get run over." Why do you have to do this? Because in life, there is always oncoming traffic. The best way to avoid it is to get to one side of the road or the other.

The first question is: Where are you located on the road that is taking you to your goals?

We have discussed and studied many



No animal lives a successful and long life by staying in the middle of the road.

movements that are killers of hopes, dreams and achievements. We have studied the consequences of drift. If you are drifting in the middle, that can be a very dangerous place.

And what about motivation... does it take us where we want to go. If you are

motivated and hurtling down the center of the highway you are going to encounter some serious de-motivation with head on collisions. We need education to help us get located in the right place. But, once again, too much education can cause procrastination and missed opportunities. Even if you are on one side of the road, too much education can stall your car.

Then we set goals. Goals are designed to get us out of the middle of the road. Yet, how we go about achieving them can put us in the middle of the road. All of us will wander into the middle of the road at times. The key is to not do it very often. You must put the



percentages in your favor by moving forward by staying to one side or the other. **Otherwise us and our dreams become Road Kill. No animal lives a successful and long life by staying in the middle of the road.**

We can avoid becoming Road Kill through reflection and evaluation that keeps us from being in the middle of the road. Unlike the animals which get in the middle of the road, we have the ability to reason and to see the consequences ahead of time. The poor animal does not. We have the ability to determine the percentages for success. The animal does not.

We have superior minds. Yet we can be unaware that we are putting ourselves in harm's way in the middle of the road. How we see ourselves traveling in the direction we are headed is critical to our location. And, other relationships are critical to our location. They can push us into the middle of the road where we get emotionally beat up and worn down. The Ape Experiment provides a good picture of what happens when the associations aren't right and when things keep happening the same way because that's the way it has always been done. The Apes starved themselves.

Our thoughts, words and actions can put us in the middle of the road. What are you making for lunch? Is your movement self-righteous? What baggage carries you to the middle of the road?

Life is not going to be without controversy. Life is about meeting challenges. You will have enough to contend with if you stay to one side of the road or the other. Stay out of the middle as much as possible because that is where forward movement comes to a halt or you get run over. The middle is a wide area. The probability of having more negative experiences comes when you are



in the middle. Pick a narrower path. Take the side of the road. Let your focus be intense and narrow. As Robert Frost said in his poem "The Road Not Taken," "I took the road less traveled by and that has made all the difference."

Get to one side of the road or the other and your movement will be more focused and you will arrive more quickly at becoming who you want to be and getting to where you want to go.

The Houston Business Coach series of educational products can put you on track to having more in your business and life. For other products go to TheHoustonBusinessCoach.com. For one on one coaching, contact us to discuss your options at 1-866-387-7805. We look forward to speaking with you. ©2010 The Houston Business Coach; No part of this study may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage or retrieval system, except as may be expressly permitted in writing by the publisher. Requests for permission should be addressed in writing to Steve Scott at Steve@TheHoustonBusinessCoach.com DeborahsGraphic.com, 936.718.2078

Questions For Reflection & Evaluation

Middle of the road

Q. What areas of your life or business are or have been in the middle of the road?

Q. What have been the negative consequences of being in the middle of the road?

Q. What are positive things that happen when you stay to the side of the road?



Action Steps

Q. As you drive forward in your business and your life where are you going to improve your direction by getting to the side of the road?

Q. What will be the benefits in other areas of your life that will result from doing this?

Coming Up Next

You will start the fourth and final module

The 4 Movements To Meet Your Challenges, Solve Problems And To Having Your Progress Set Free Wherever You Sail

You have put a foundation in place have the business and life you desire. You are sailing in right direction and to the port you want. But, there are still going to be problems and challenges along way.

What you want is for these problems to be solved. There is nothing worse on a business journey to have the same problems come up again and again and not solve them.

I am speaking of the problems over which you have control. If they remain unsolved they drain time and energy away from you and your business. Ultimately, even with a successful business they can lead to failure.

Becoming a good problem solver or being able to overcome challenges is part of the business success formula. Here is a preview of the four components of problem solving.

Week 16—Are You The Tortoise of the Hare? The Movement of Urgency

Week 17—Are You a Chicken or a Pig? The Movement of Commitment

Week 18—Where Are You Pinning The Tail On Your Donkey? The Movement of Paying Attention To The Details

Week 19---Builder Or Wrecker? The Movement of Follow Up

Week 20---Moving To Success

These first four sections will give you the tools to take what you have learned and to stay on course.

The final section will give you a summary and some tips for moving forward on what you have learned as well as some guidelines to greater accomplishment.

Successfully, overcoming challenges and problem solving, both of which will be addressed in the upcoming sections, are a critical part to the formula for success.

It is said that the formula for success works. The only question is whether or not you are going to follow the formula.

One on one personal coaching is about creating a formula for your success.

Coming Up Next

Be coached and add some octane to the fuel of your commitment and motivation.

Accountability and unconditional support opens up the possibilities of taking you faster and further than you thought you could go.

I have a few openings for one on one coaching. If you wish to increase the probabilities of success in your favor then contact me at

Steve@TheHoustonBusinessCoach.com

Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

***P.S. - The miracle process of learning and education only happens in the application.
Be one of those that are "Making It Happen."***