

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 'Business Keys to Success' is overlaid on the left side of the image.

# Business Keys to Success

Lesson 17  
Are You a Chicken Or a Pig?  
The Movement Of Commitment



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The Houston Business Coach

# Business Keys To Success

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# Foreword

Welcome to Week 17 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Last week in section 16 you were introduced to the first step in problem solving, having a sense of urgency.

As you can see from the story of the tortoise and the hare, the tortoise, Slow and Steady, had a sense of urgency. The Hare did not.

To win the race in your business and life you must have a sense of urgency. It only makes sense to not let situations or problems fester. To do so only allows the energy and focus they drain to become greater.

With a sense of urgency, small problems while still manageable can be dealt with successfully. Without a sense of urgency, problems can grow to where they are unmanageable and ultimately can cause your business to fail.

# Introduction

The second section on problem solving and overcoming challenges focuses on commitment. As you read through this you will see how many people do not understand the concept of commitment.

And, without a true understanding of commitment your problem solving can come up short. Not only can it come up short, it will start robbing you of the sense of urgency and motivation you had in the beginning to solve the problem or overcome the challenge.

Let's get started. It's time to get "committed" to this week's lesson.





week

17



# Are You a Chicken or a Pig?

## The Movement of Commitment

*Hello, Business Keys To Success Members*

Welcome to Week 17 of the Business Keys To Success. Last Week we looked at having a sense of urgency and how that is an important movement to solving problems

This week we look at another component that will help to minimize or solve our problems. The **movement to commitment** or the lack of commitment is the second area we are going to explore. Without commitment, the energy that fueled our sense of urgency will be sucked up and nothing will happen.

How often have you seen someone say I am going to attack this problem or meet this challenge and you see a flurry of activity. Two days later you check to see if the

problem has been solved and you discover that the urgency to solve it has disappeared. What happened? There was a lack of commitment. Or, there was a commitment to doing something else or to keep doing things the way they have always been done. The frustration that this causes is toxic to us, our businesses and those around us.

Too often people have a sense of urgency to get involved in a problem or challenge. Yet, too seldom do they have a commitment to see it through to where the problem is solved or the challenge is met.

In Texas they tell a story about the difference between involvement and



commitment. It is the story of “Ham and Eggs”. Quite simply the chicken was involved and the pig was committed. That’s a very stern outlook on the difference between involvement and commitment. The point here is that our level of commitment must be to see the problem through or to meet the challenge. If it is not, we are destined to repeat these problems. As we repeat problems our forward movement slows down, we become distracted and we can come to a stop.

There is a quotation that says, **“History doesn’t repeat itself. Only those who fail to pay attention to history repeat its mistakes.”** Without commitment we are destined to repeat our mistakes. Without commitment you are missing a Business Key To Success.

True commitment is about focus. It is about focusing steadily in one area until our mission is accomplished. Urgency is what brings our attention to a problem. Commitment brings focus to a problem. We take a magnifying glass to the problem. We bring our entire focus to it. We start to see the details. The movements of a sense of urgency and a focused commitment go together to solve a problem or to meet a challenge.

When you think about commitment and the necessary focus, it is obvious that they are the steam that drive the engine of successful problem solving. As a young boy I had a magnifying glass. I could take the hottest day of the year with perfectly blue skies, the sun shining down and hold the magnifying glass over a pile of newspaper and nothing would happen as long as I kept moving the magnifying glass around. The moment I held the magnifying glass still it

concentrated the sun’s rays and ignited the pile of papers. I loved the excitement and satisfaction of meeting the challenge, solving the problem. I had a sense of urgency. I wanted to see the papers burn. I had a sense of commitment. I was willing to focus on what I needed to do to make it happen.

Take the challenges that life brings you and have a sense of urgency for that will get you going. Then bring your commitment and truly focus on the problem or challenge. You will be well on your way to being a better problem solver. More importantly, you will be moving forward. You will move forward because you have decided to become bigger than your problem or challenge. Practice the discipline of problem solving and watch you and your business grow.

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# Questions For Reflection & Evaluation

## Chicken or Pig

Q. Where have you seen commitment bring you a better business?

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Q. What did you commit to that made it better?

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Q. Where have you seen the impact of commitment in your life? Explain.

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Q. What did you commit to that took your life to a better place?

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Q. Where have you seen lack of commitment hold you back in your business?

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Q. Where have you seen lack of commitment hold you back in your life?

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## Action Steps

Q. Looking at your business what are two areas you are willing to commit to working on now?

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Q. How will this commitment benefit the business?

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Q. Reflecting on your life select two things you would like to commit to in improving your life.

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Q. What will this commitment do for you and what do you see yourself becoming by committing to it?

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# Coming Up Next

## The third step in solving problems

Overcoming challenges involves something that is necessary, yet something that many of you don't like or would prefer not to deal with.

It is critical to successfully overcoming challenges and to solving problems to be aware of all the pieces to the problem. And, you must know how they fit together.

Without this knowledge and developing this discipline many problems will continue to grow and go unsolved.

Learn how to take your sense of urgency and sense of commitment and combine them together for a higher probability of a successful outcome.

You are now three quarters of the way through learning and creating a process for solving problems.

Your business is not about outcome. It is about process. Process determines outcome.

One on one personal coaching can help you create that process to lead you to a successful outcome.

When you are coached you are committing to a process to give you a successful outcome.

It has been shown that for most people, the likelihood of success increases with outside accountability and support. That's what coaching provides.

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](mailto:Steve@TheHoustonBusinessCoach.com) for a free, no obligation conversation about your future and your success. Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

***P.S. - Have a sense of commitment. Commitment is part of the process that determines your success.***