

A man with short brown hair, wearing a dark suit, light blue shirt, and a red tie with a geometric pattern, 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 title 'Business Keys to Success' is written in large white letters on the left side of the image.

Business Keys to Success

Lesson 20
Go Where You Want To Go:
Moving On To Your Success



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Business Keys To Success

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Foreword

Welcome to Week 19 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Last week in section 18 you learned about how you must pay attention to the details to have good problem solving skills and successful outcomes.

One of the ways to be good with details is to set up a process where the elements of the problem and the stages of solving, it and the people who are responsible, is being tracked.

Problem solving is very often a team effort. But without access to the details it is hard to communicate on where you are at in solving a problem.

And, without good communication you have created another problem as well as not having solved the original one.

Introduction

The fourth section to becoming a great problem solver and a person who overcomes challenges has to do with following up.

Too often, problem solving fails because there is no follow up. Somehow it is assumed that because a great deal of time and effort has been spent on addressing the problem that it is somehow solved.

I have seen this one thing, lack of follow up, create more problems. First of all, you can't put the problem behind you and move forward. Problems have a knack for seemingly going away only to reappear.

They reappear because no one measured the result of the initial problem solving. Follow up is about measuring results. Only when you measure results will you know if the problem has been solved.



week

19



Builder or Wrecker?

The Movement of Follow Up

Hello, Business Keys To Success Members

Welcome to Week 19 of the Business Keys To Success. Last week we looked at paying attention to details. Paying attention to details, especially where we place them in our lives and what we do about them is a very important part of moving to success. In fact, the whole problem solving process is about building. Building ourselves and our businesses to be bigger than what was there before.

This week we look at another component

to meeting challenges and solving problems. **The movement of follow up is extremely important.** Without follow up our attention to details, our sense of urgency and our commitment have no way of being measured in terms of effectiveness. **Without the measurement component of follow up we are wandering in the wilderness.** As the fourth component to meeting challenges and solving problems, the movement of follow up is essential for us to measure our movement



to success in our businesses, ourselves and our lives. To be a builder in life it is essential that we measure what we are doing and how well we are doing it. Follow up allows us to do that.

There is an old saying “measure twice, cut once.” If you measure twice you will have fewer mistakes, distractions and your energy and focus can keep you truly moving forward. Follow up measures your progress and is essential part of the Business Keys To Success.

There is a poem that I would like to share with you. It is called “Builder or Wrecker.” Symbolically, it touches on many things we have covered in our time together. Most importantly, at the end it calls for reflection on ourselves and our lives. Our businesses and our lives are a direct reflection on our attitude, philosophy and activity. Our philosophy and attitude determine our activity. Our activity, in turn, determines our results. And finally, our results create our lifestyle.

Throughout our time together we have addressed many areas that touch on our attitude, philosophy and activity. Our results and lifestyle are a consequence of how we think, feel and act. But, to understand our results we must be able to measure them.

In the Business Keys To Success we have focused on moving forward to the business and life you desire. This course has been about allowing you to create permanent pathways toward upgrading all areas of your life. The time and effort you have invested in this course has been the best of investments, an investment in you.

In the following poem the **builder** is the one who measures what he is building. To be successful you must be moving toward building something better for the future. The builder measures twice and cuts once.

On the other side is the wrecker. The **wrecker** is the one who never gets it right. He is the one who brings his negativity and energy draining approach to life. He can wreck his business, his relationships and his life. He may have money. But, he is an unhappy person. And more money does one thing. It makes him more of what he already is. If he is unhappy, he becomes miserable. Beware of wreckers with money. The wrecker cuts many times and measures occasionally. Going back to our section on greatness and looking at history, you will see that almost all great people in history, the



one's most people would agree on and have at the tips of their tongues, were **builders and they got to the side of the road.**

Builder or Wrecker

*I watched them tearing a building down,
A gang of men in a busy town.
With a ho, heave, ho and a lusty yell
They swung a beam and a wall fell.*

*I asked the foreman, "Are these men skilled?
Like the men you'd hire if you had to build?"
He laughed as he replied, "No, indeed,
Just common labor is all I need.*

*I can easily wreck in a day or two
What builders have taken years to do."
I asked myself as I went away
Which of these roles have I tried to play?*

*Am I a builder who works with care,
Measuring life by rule and square?
Or am I a wrecker who walks the town
Content with the labor of tearing down?*

Build your life to be something more. Measure your life by rule and square. Then you are a builder. Only when you are building will you experience the success you deserve. The wrecker does not grow. He continues to wreck. Wrecking by its very nature is the antithesis of building. For to build, you have to make progress from within. The wrecker does not make progress from within. The builder may tear something down in order to grow. Grow to build something positive and better. Follow up with yourself. It is the only way to measure the business and life you are building



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Questions For Reflection & Evaluation

Builder or Wrecker

Q. Good follow up is necessary to build the business and life that we want. Where are you good at follow up?

Q. What are some accomplishments you have had because there was good follow up? Start with small everyday things and work up to the bigger ones.

Q. Where has lack of follow up kept you from progressing? Once again, start with the small everyday things and work up to the bigger ones.

Q. Overall, how do you feel about your follow up in business? In life? Explain.

Action Steps

Q. What do you think would be the best way to follow up on the information in this course? You could reread a chapter a day. You could listen to the audio. What is going to work best for you?

Q. When will you do your follow up? How often?

Q. Without repetition new disciplines will succumb to old habits. Repetition is the mother of learning. Repetition is a form of follow up. Write down your strategy and what you will commit to for repetitive learning.

Coming Up Next

This section concludes the formal training

“The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Next week you will receive your final section. This will be a summary of what we have gone over and some of the things you have learned.

My wish for you is that you have moved forward during these 19 weeks to being closer to having the business and life you desire.

You have arrived. With the completion of this section you have shown great commitment. And, I hope you have grown a great deal during our time together.

If you would like to build on what you have learned and take it to the next level I would suggest one on one personal coaching.

For many of you it will be the quickest and most complete way to move forward to further developing your business and life.

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 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. - The measurement tool for success is follow up. Without follow up you will not know where you have been and not have a clear idea of where to go. Follow up makes it clear as to what you have accomplished and what still needs to be done.