

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 title 'Business Keys to Success' is written in large white letters on the left side of the image.

Business Keys to Success

Lesson 2
Crossing The Wrong Finish Line?
Motivation Alone Is Not Enough.



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Business Keys To Success

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Foreword

Welcome to Week 2 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

You have started on your success journey. In section one you learned about failure. Failure is subtle. It can creep up on you. The key is recognize it and do something about it.

The first element to having the success you want, and avoiding failure, is minimize drift. Drift is what takes you off course. Drift comprises the many small errors in judgment, which are repeated every day over a period of time. Ultimately, these lead to failure.

The second element is to take a look at your relationships. Most people can tell you what a relationship is doing for them. Yet, too often, they don't realize what a relationship is doing to them. What a relationship is doing to you will have a great impact on your future success.

Failure is an inevitable part of life. Learn from your failures and you will move forward to greater success.

This week you will look into motivation and how to channel it to lead to greater success.

Introduction

Motivation. Everyone talks about it. It is important to your success. Yet, you may have the greatest motivation in the world and still end up failing.

What's going on?

As with most things, the answer is not simple. Yet, if you have some markers to look at you are much less likely to have your motivation take you off course. Too often, our motivation can do that. And, when it does, you can end up crossing the wrong finish line.

Understand your motivation, how to check it and where it is truly taking you. When you do, you will cross the right finish line.



week

2



Crossing the Wrong Finish Line?

Motivation is Not Enough

Hello, Business Keys To Success Members

Welcome to Week 2 of Business Keys To Success, I hope you are having a great week and are ready for this week's excursion into the second section to setting yourself free and getting off the Treadmill.

The second step to setting yourself free, getting off the Treadmill and truly be moving forward is examining your "motivation". What is "motivation"? Motivation is the internal movement mentally and emotionally to get you to take the action you want. In Section 1, on drift, we learned that it is important to develop new disciplines. The correct disciplines are important because they take the motivation that you have

and turn it into action and ultimately the results you want to achieve your goals.

But, motivation alone is not enough. What if the direction of your motivation is taking you down the wrong path? What if your motivation is taking you in a direction to an unprofitable, unpleasant or undesirable destination? And, what happens when you reach your destination and realize that you have **crossed the wrong finish line?** If you think about it, you know that is what happens to many people every day. The end result is failure. Their motivation may have been purposeful, or it may have been a consequence of getting caught

in drift without the disciplines and the correct associations.

History is replete with stories of where motivation was not enough. Even motivation fueled by inspiration was not enough to move to success. That is not to say that motivation coupled with inspiration is not important. Both are crucial to increase the probability of success.

Remember the Alamo!

In 1836 Texas was battling for its independence from Mexico. The Texans chose to defend themselves in an old Franciscan mission, the Alamo, in San Antonio. The story of the Alamo and the bravery and motivation of these men against incredible odds has become legend. Depending on which account you read there were between 160 and 250 defenders against a Mexican army of 4,000 to 5,000. Of that, some 1,500 were directly involved in the attack. The defenders actually held them off much longer and inflicted more casualties than any one would have thought possible. But, the end result was the massacre of the defenders of the Alamo. They ended up crossing the wrong finish line.

A month later a motivated and inspired Texas army captured Santa Anna and defeated the Mexican army at the battle of San Jacinto. This time the Texans became educated about the possibilities for victory. They coupled this educated approach with their motivation to defeat the Mexicans and bring independence to Texas. This time they crossed the right finish line.

When you look at your motivation, ask yourself if it has taken you where you want to be and if it is helping you get to where



you want to go. Ask yourself---what am I motivated to do? What am I motivated to avoid? Only when you become educated about what you are motivated to do and what you are motivated to avoid will you have the keys to unlock the Treadmill and get off of it.

To set your progress free and to get off the treadmill you must become educated about your motivation and what it is doing for you and where it is holding back your success . By redirecting your motivation you can change your direction quickly in your business and life. You will feel free. Free to grow and expand. Ultimately, by changing your direction it will lead you to a better destination and a life where you become more and attract more.

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Questions For Reflection & Evaluation

In our discussion on motivation:

Q. What motivates you in your business? Describe.

Q. What motivates you in your life? Describe.

Q. At the end of a business day what has made you feel good?

Q. What do you wish was different?

Q. What inspires you? Inspiration comes from deep within us. Describe.

Action Steps

Q. Identify the areas where you are motivated because you have to be but at the same time do not feel inspired.

Q. Look for ways to delegate or minimize your involvement in those areas. What will you do to accomplish this?

Q. Pick three areas where you want more motivation but you don't feel inspired. You know that the motivation will be good. You know that the results will be good. Write down reasons in each area to be inspired. How will your business and life be better? What will you commit to doing to bring more inspiration to your business and life?

Q. What education will you commit to, to have greater inspiration and motivation?

Coming Up Next

Too Much Of Nothing? The Movement of Educated Procrastination

How many of you have ever procrastinated? Let's be honest. All of us have procrastinated. Is it necessarily bad? No. Yet, there are certain types of procrastination that are absolutely deadly in small business and self-employment. Learn how to recognize some aspects of procrastination and what you can do about it before it does something bad to you.

You have started on a process to start designing the business and life you desire. The right process will give you the outcome you desire. Part of the process for success is to learn about failure, to recognize it and to do something about it. This week you will come away with a better understanding of motivation and how it can take you to the business and life you desire.

Embrace the process! Stay motivated! Enjoy the outcome!

A handwritten signature in black ink, appearing to read 'Steve', with a stylized flourish.

P.S. - In the contest between the rock and the stream, the stream always wins. It wins through perseverance, not strength. You must persevere, like the stream to have the business and life you envision.