

A man in a dark suit, light blue shirt, and red patterned tie stands smiling in front of a city skyline. The skyline includes a prominent blue skyscraper and a river in the foreground. The background is a red geometric pattern.

Business Keys to Success

Lesson 3
Too Much Of Nothing?
The Movement of
Educated Procrastination.



Steve Scott
The Houston Business Coach

Business Keys To Success

Notice: You DO NOT Have the Right to Reprint or Resell this Material!

You Also MAY NOT Give away, Sell or Share the Content Herein

If you obtained this report from anywhere other than www.BusinessKeysToSuccess.com, you have a pirated copy.

Please help stop Internet crime by reporting this to:
mailto: Steve@TheHoustonBusinessCoach.com

© 2009 Copyright Steve Scott

All Rights Reserved. No part of this material may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the views of the author as of the date of publication. Because conditions and information may change, the author reserves the right to alter or update his opinion based on changes in conditions and information. The training material is for informational purposes only. While every attempt has been made to verify the information provided in this training, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This material is not intended to be used a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

© Steve Scott - All Rights Reserved - www.BusinessKeysToSuccess.com

Foreword

Welcome to Week 3 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Are you beginning to apply what you have been learning? Only through application will you begin the process of having the business and life you want.

Remember, that learning without insight is nothing. And, insight without action is nothing. To receive the benefits from this course you must apply the insight from what you have learned.

It is that simple. If this is a challenge, then find someone to hold you accountable. Holding yourself accountable can work to an extent.

But, in the end, self-accountability is like “do it yourself heart surgery.”

You may ask: How come it is that way?

You have blind spots. As a result, you can't get out of your own way.

Find someone else to hold you accountable. They can see the blind spots and help you navigate around them.

The perspective of another can be most helpful. I have found that when two people are taking this course together and hold each other accountable that it, more often than not, accelerates the process of their successful performance.

Introduction

Procrastination. This is an extremely important part of the foundation of your success. Everyone talks about it. Is it good? Is it bad? Is it indifferent? The answer is that it can be any one of these.

The key is to learn how to manage it.

Most of the time when you speak of procrastination it is bad. It is bad because it is in reference to something that you should have done that remains incomplete.

This section will examine procrastination and provide you with some insights to minimize its effects. Everyone talks about time management.

One of the keys to effective time management is to minimize procrastination.

Some people make it happen.

Some people watch it happen.

Some people say, "What happened?"

The procrastinators fall into the last two groups. To have the business and life you desire, your focus, more often than not, must be on "making it happen."

Having said that, let's stop procrastinating and go to the lesson!



week

3



Too Much of Nothing?

The Movement of Educated Procrastination

Hello, Business Keys To Success Members

Welcome to Week 3 of the Business Keys To Success, I hope you are having a great week and are ready for this week's adventure into the third step to setting yourself free and getting off the Treadmill.

The third step to setting yourself free, getting off the Treadmill and truly be moving forward is examining your movement in "education". What is "education"? Education is learning more in order for you to become more. Undoubtedly, that is a worthy goal. Before we move further let me make two distinctions. There is formal education. And there is self-education. In this section we will be focusing mostly on self-education. Why?

Because when we are educating ourselves in the right way, we will grow and move forward in our businesses and our lives. There are two questions when it comes to education. What is the knowledge we are acquiring? How will that knowledge help us in our business and our lives?

The answers would seem to be simple. It's easy enough to understand the knowledge that we are acquiring. And, it is readily apparent that we wouldn't be doing it if we didn't see a benefit. Right! Let's look a little deeper. There is a great deal of failure in the movement toward more education. In fact, there are many people in business and in life



who in one sense are “educated failures”.

How can that be? They knew they were learning something that they believed would help them. They were going to be better once they learned it. Yet, it brought them no more measurable success. In fact, they became less and attracted less. In reality, the education they were receiving was “too much of nothing.” It was education that was not in concert with moving them forward. And, when we have too much of nothing, it can derail our forward movement. Many years ago there was a song by Peter, Paul and Mary about “too much of nothing.”

“Too much of nothing can make a man feel ill at ease. One man’s temper might rise. While another man’s temper might freeze.” The song goes on to say that “when there’s too much of nothing, no one has control.” It is obvious from these lyrics that when we occupy our time with things that are not of substance or purposeful that it will take our movement off course. We will lose control.

How do we become “educated failures?” Education has become an end in itself. It has become a security blanket. In fact, the time taken for education and the creative energy it demands, takes people away from their purpose, their businesses and their lives. In fear of making mistakes they always needed more education. They put off what they needed to be doing right now. If they could

only learn a little more, have a little more knowledge then they would be ready. By that time the opportunity to move forward either passed them by or they have become side tracked and out of alignment with their businesses and their lives.

Case Study

Back in the 1980’s there was a very successful service business. Computers were just coming on the scene for small business. This company had 80 employees. The owner was fascinated by what computers could do for his business. He went on a mission to learn everything he could about them. He talked to consultants. He read books. He attended talks. Why? He enjoyed learning yet he was scared of his lack of knowledge in that area. In reality, he spent too much time on education because he was very insecure. He kept putting off the opportunity to act. When he finally did act and started computerizing his business, two years had gone by. In that two years, his business declined and the quality of his service suffered. Finally, in total frustration at the way things were going in his business, he hired one of the consultants he had spoken to. In a period of 30 days what he had been educating himself about for 2 years was done. And, now his focus was on educating himself and his employees on how to use the computer. In fact, he never focused again on learning why it worked. He went back to learning how it worked. How it worked to make his business better. Within a year sales took off and the company reached new levels of success.

There are several points to the movement of education. One is that we must ask ourselves when we decide to learn



something why are we taking the time and energy to do it? Is what we are learning taking us off purpose? Is what we are learning in alignment with having a better business and life? Or, are we getting educated because we have a fear that we don't want to meet head on? If we have some more education then we can break through that fear. Sometimes this is true. But, for many, education is procrastination. People have such a great fear of making a mistake or a wrong decision that they immerse themselves in the education process much more than they need to. This allows them to put off the decision even longer. And procrastinating on the decision, as shown in the above story, can take you down the wrong path toward failure. In the previous story, the reality was this. This person spent 20 hours with consultants and received all the knowledge he needed. He spent several hundred hours learning about computers on his own this became a distraction, sapped his energy, caused anxiety and ultimately took his business in the wrong direction.

There is a simple formula to know if the education you want is going to help you get where you want to go. Purpose + Motivation = Aligned Education. In the preceding case study the purpose of the owner was to provide the best service possible for his customers. Yet, when he got into the education process his purpose became to computerize the business. Unfortunately, in the name of progress he hurt his business. After two years of frustration, lost time, lost energy he hired a consultant and had everything finished within 30 days. At this point, his education focus was how the computer would work to improve his service. But for two years, he was educating himself on why it would work and what would work.



In moving toward education that was not in alignment with his business purpose he learned more, but more importantly he procrastinated. As a result his business and life became less.

To set your progress free and to get off the treadmill you must be seeking "aligned education". Otherwise, education can actually hold back your success. On purpose education will save you time, money and allow you to become more. When possible, to save time learn from others. Education that is not on purpose will cause excessive procrastination and bring failure. As has been said so often, don't focus on why the wheel works. Focus on how to use it. Once you get the wheel rolling with the right education your movement will be truly forward.

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



In our discussion on education:

Q. Looking at your life, what areas have you pursued education in?

Q. In terms of your productivity and happiness how has this education helped or hindered you?

Q. Outside of hobbies or outside interests is your education in alignment with your purpose?

ACTION STEPS

Q. Make a list of all the education you have sought out since school

Q. Has this education truly moved you forward?

Q. Was this education a form of procrastination? If so, how?

Q. What do you need to be educated on now that would move your business and life forward?

Q. How will you approach education differently now and in the future?

Q. List areas where you would like education where you can use the help of someone else instead of doing it yourself.

Questions For Reflection & Evaluation

In our discussion on education:

Q. Looking at your life, what areas have you pursued education in?

Q. In terms of your productivity and happiness how has this education helped or hindered you?

Q. Outside of hobbies or outside interests is your education in alignment with your purpose?

Coming Up Next

Crashes and Dropped Plates? The Movement to Significance

For the first three weeks you have been warming up and getting in shape. Now it is time to get started on developing a clear picture of the future you want.

Quite simply, without a clear vision of the future it is easy to get distracted in the present. It is easy to go off course and crash. Or maybe you are carrying too many plates and drop some. Regardless, it is up to you to shape your future.

Be prepared to carve out extra time. These sections are critical and will lay the foundation for everything else that is to come. You wouldn't be a member in "The Keys And Steps To Small Business Success" unless you are committed.

Success is about commitment. I cannot emphasize this enough. Do whatever it takes over the next two weeks to complete the follow up work.

This is your opportunity to create your roadmap to the business and personal success you desire.

Accountability is one of the most important keys to success. Having someone else hold you accountable has been shown to significantly increase the odds of success in your favor.

I have a few openings for one on one coaching. If you wish to increase the probabilities 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."***

© Steve Scott - All Rights Reserved - www.BusinessKeysToSuccess.com