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 prominent blue skyscraper and 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 6
What's Playing On Your VCR/DVR?
The Movements Of Reflection
And Evaluation



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

You have just finished doing some heavy lifting in Week 5. Successful goal setting takes time and commitment. If you are not quite finished with your goal setting, that is okay. Commit to finishing it this week.

Now that you have your goals you are ready to navigate the waters of business and life. You would never set out in your car without a destination. But, too often, that’s what otherwise smart and talented business people do.

With goals you have charted your course. The next key to business success is to always know where you are at on your journey. Then, once you are clear on how you have progressed, you can make the necessary adjustments in your direction to take you to your chosen destination.

Introduction

You have set your goals. You have charted your course to your business and personal success. There is a great deal to do.

And, there will be many distractions. With too many distractions it can be easy for you to get off course from your goals and success.

That's why you must take the time to reflect and evaluate. Any good navigator is always reflecting on his position during a voyage and evaluating any changes he must make to stay on course to his destination.

It is no different for you in creating the business and life you desire. To stay on course you must take the time to check your direction and make any necessary adjustments.

Too often, businesses will fail because they forgot this critical step. Business owners become so busy that they are just thankful to get through another day. Then they get up the next morning and start the same process all over again.

This goes on for months or years and then one day failure or burnout raises its ugly head. It didn't have to be that way. These people faked themselves out. They confused activity with achievement.

In this lesson you will learn some keys to keep from being faked out and to staying centered and remaining on course to your success.



week

6



What's Recording on Your VCR/DVR? The Movements Of Reflection And Evaluation

Hello, Business Keys To Success Members

Welcome to Week 6 of Business Keys To Success. In this section we start a new module on **The Movements of Navigating the Waters To Reach Your Port**. You have learned how to set the sail. You have a clear destination. Now it is time to start focusing on how to get there.

You have your goals or are working on them. You have a vision of the future. You are establishing priorities. And, most importantly, you are developing new disciplines to take you toward your new vision and life. We will be discussing a new discipline in this section. In fact, I would say that out of all the disciplines that are

necessary in the movement toward success, that this is the easiest one to do. And, because it is easy it is also the most neglected.

VCR/DVR

Most homes today either have a VCR or a DVR. They record the TV programs that you miss. And, besides being able to skip the commercials these recorders allow you to play a scene over and over again. You can even play through it faster if you like. The best part is that you can hit the pause button, stop the action, play a scene over and over again and reflect and evaluate and even comment on what is happening right before you. In



fact, this ability to reflect and evaluate as the program is progressing brings even greater focus to the message, story or plot that is being viewed. Your mind is your VCR/DVR. The challenge is that it operates incredibly fast. In fact, it operates so quickly that things will become a blur. When things are a blur a loss of perspective is the result. **The movements of Reflection and Evaluation are the movements of slowing it down and gaining perspective.** It eliminates the blur.

As young children many of us rode on a merry-go-round. The merry-go-round would start out slowly. As we were riding we could easily see all the people standing outside the merry-go-round. As it speeded up it became harder to focus on who was watching us. In fact, it could get to the point where the distinctions could start to blur. Unlike the VCR/DVR, our minds have no button we can push to pause the action. You must develop your own pause buttons. You must create your pause buttons by developing the skills of reflection and evaluation. You must be able to reflect on what is happening in your life. And you must be able to evaluate what it is doing to you and where it is taking you. The movements of reflection and evaluation are the movements of measuring. Measurement allows you to know where you are and how you need to change course to become more and have more.

In fact, if you look at any successful enterprise it will have two movements that it does very well. It can move quickly when necessary. And, it can slow down to reflect, evaluate and measure the results of the quick movement. In your business and your life you must develop the same skills. You have to master the ability to speed it up when necessary and you

must develop the skill of slowing it down. When you slow it down, you gain greater perspective. With greater perspective comes a deeper understanding and more clarity. Ultimately, being able to slow down your movement to reflect and evaluate creates the pathway to a more permanent success. Only when you slow it down are you able to see and measure the results of your actions and adjust when necessary. If you don't reflect and evaluate, you will never know what is playing on your VCR/DVR.

For most entrepreneurs, solo professionals and sales people the movement of slowing it down is contrary to the rhythm of the lives they are leading. Many of you feel compelled to move quickly in order to be successful. As you go through your day **your mind and your eyes are VCR/DVR that record your events, emotions and thoughts.** For most, you record at high speed. At high speed the events, emotions and thoughts of the day are thrown into a blender where they can become indistinguishable and unrecognizable. And, when you lose sight of how things are blended together you lose perspective, understanding and clarity. Just as you would never watch your TV programs at high speed in fast forward you cannot do the same with your business and your life. You must slow things down to measure your progress. And the way to do that is through reflection and evaluation.

How To Sustain Success

You will find that most people who enjoy sustained success have developed the skills to reflect and evaluate. They are always measuring. This is most evident in the world of sports. When a golfer is learning

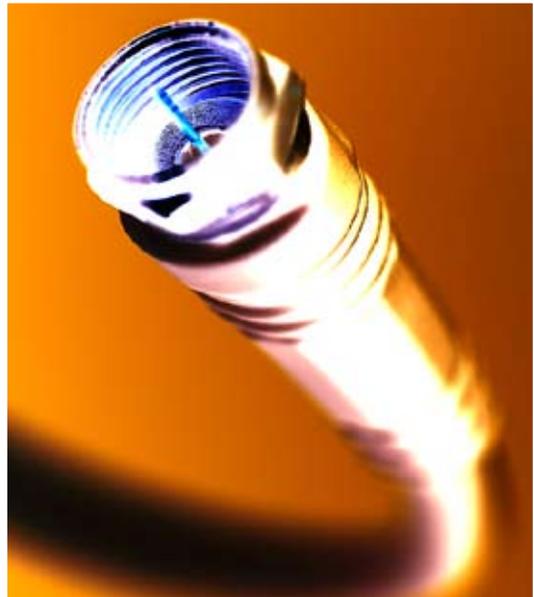


to improve his swing and ultimately his score, his coach will video his swing. Then he will freeze frame the swing at various stages in order for the golfer to truly see what he is doing and improve on it. Viewing the swing at normal swing speed does not help. It has to be slowed down. Once it is slowed down then the reflection and evaluation can take place.

Why is this critical? There is a formula. **The movement to Reflection + the movement of Evaluation = Measuring Improvement.** A life without reflection and evaluation is a life that is out of control. You cannot control that on which you do not reflect and evaluate.

Take a look at your life. Where is the time each day for reflection and evaluation? Thinking about things as one of hundreds of thoughts is not reflection and evaluation. Reflection and evaluation is quiet time to yourself where you can focus on specific challenges, goals and your vision of the future. Without a clear picture of the future your present becomes confusing and stressful. You must bring calm and perspective into your life with reflection and evaluation to be successful. You must know what is playing on your VCR/DVR. You also must slow down the speed. Otherwise, you will miss too much of what you are seeing and not be able to move to reflection, to evaluation and ultimately to measure your success.

How can you go about slowing things down to better develop the skills for the movement of reflection and evaluation? The first step is to look at how you are managing your time. Are you setting time aside for yourself during the day to reflect and evaluate? If you aren't or feel you can't are you setting aside the time outside of work?



Keeping a journal is one good way to reflect and evaluate. It really keeps you in touch with yourself. It allows you to play back the day at slow speed and to gain perspective and clarity. Or carry a tape recorder to record your thoughts during the day. Exercise is another way to slow things down.

However you choose to slow things down make sure you do it regularly. Consistently slowing things down or pausing will give you the perspective to move to a better business and life..

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

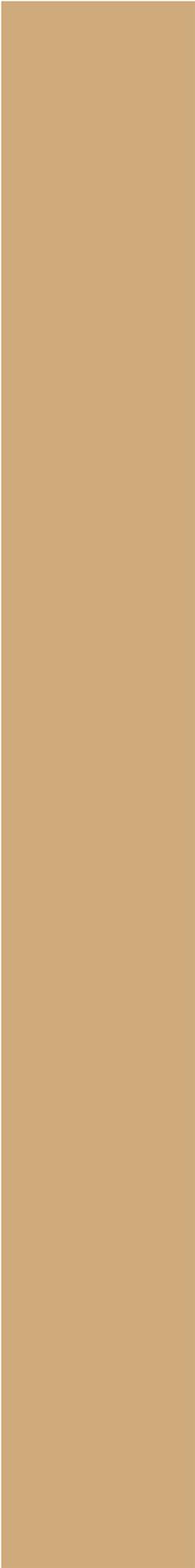
What is playing on our VCR/DVR.

Q. Describe your typical day from the morning, midday, late afternoon and evening.

Q. What speed would you say your VCR/DVR is playing at during these different times of the day?

Q. Take the times when the speed is fastest and block out time for reflection and evaluation immediately afterwards. How do you propose to do this?

Q. Where can you create 3 blocks of 10 minutes during your day for yourself to reflect and evaluate? Block the time out on your schedule this week and commit to it. What obstacles will you have to overcome to achieve this?



Action Steps

Q. What new disciplines to achieve reflection and evaluation will you commit to doing starting now?

Q. How will you benefit from regularly reflecting and evaluating as regards specific areas of your life?

Coming Up Next

The next section focuses on the first aspect of successful relationships.

I cannot begin to emphasize the importance of having and maintaining good relationships.

You will start exploring next week the most important of all your relationships. It is the relationship you have with yourself.

You will learn some methods that will help your thinking and performance. After all, in order to have the business and life you desire you must be committed to being the best "you".

Too often failure focuses on the outside relationships when in reality, it is the "inside" relationship with ourselves that is undercutting us.

Self-sabotage is neither pretty nor fun. Next week you will take it head on and position yourself for greater success.

Having an accountability partner can help you recognize the areas where you may be hurting yourself and your business.

My wish for you is to be the best for you. It is the only way you can be the best for everyone else.

Accountability from others that is directed, specific and on task can help you minimize self-sabotage and move forward more quickly.

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. - Focus on the present and the future. That is the road ahead that will take you to the business and life you desire.