

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 16
Are You The Tortoise Or The Hare?
The Movement Of Urgency



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

Last week in section 15 you learned about positioning yourself and your business for greater success. There is a saying in retail business that there are three important things to consider for success. They are location, location and location.

Make sure to position yourself and your business to one side of the road or the other. Too often we put ourselves in the middle. Unfortunately, this is where the accidents can occur that slow down or bring to a stop you and your business growth.

These next four weeks investigate problem solving and overcoming challenges. These skills are absolutely necessary to building and maintaining a successful business.

This section is of vital importance. You can learn and apply everything you have learned and still fail. You will fail because you never developed the skills of problem solving and overcoming challenges.

Introduction

Solving problems and overcoming challenges is universal to all business. Yet, some do it much better than others. This is one of the key things that separates them from the competition.

This week's training has to do with how you initially look at a problem or challenge. There is a great deal to be learned from the story of the Tortoise and the Hare.

Take away the simple yet profound truths in this section and you will be on the road to moving ahead more quickly to having the business and life you desire.



week

16



Are You the Tortoise or The Hare?

The Movement of Urgency

Hello, Business Keys To Success Members

Welcome to Week 16 of the Business Keys To Success. Last Week we looked at location and where we are placing ourselves. In short, to achieve more from ourselves and life we must stay out of the middle of the road. This week we begin the last module:

The 4 Movements To Meet Your Challenges, Solve Problems And To Having Your Progress Set Free Wherever You Sail

We will cover the movements to success in meeting challenges and problems. Ultimately these will guide us to a better business and life. These are critical to having

your progress set free. Without a clear understanding of where your challenges and problems are occurring, you are destined to repeat the same mistakes again and again. Without the ability to quickly identify the source of a challenge or problem and correct it you are destined to distractions that will take you off course and cause severe losses of time, energy and focus, and ultimately forward movement. For the remainder of this discussion we will put challenges and problems together under the banner of problem solving.



Movement To Problem Solving And Having More

When there is a problem there are four places where it can occur.

1. Was there a sense of urgency?
2. Was there a sense of commitment?
3. Was there attention to detail?
4. And was there follow up?

This week we are going to look at having a sense of urgency. When a problem arises the first area to examine is was there a sense of urgency? Maybe if someone or the system had a sense of urgency, the problem would not have grown to where it demands more attention, more time and more energy.

Most of us are familiar with the story of the Tortoise and the Hare.

The Tortoise and The Hare

There once was a speedy hare who bragged about how fast he could run. Tired of hearing him boast, Slow and Steady, the tortoise, challenged him to a race. All the animals in the forest gathered to watch.

The Hare ran down the road for a while and then and paused to rest. He looked back at Slow and Steady and cried out, "How do you expect to win this race when you are walking along at your slow, slow pace?"

The Hare stretched himself out alongside the road and fell asleep, thinking, "There is plenty of time to relax."

Slow and Steady walked and walked. He never, ever stopped until he came to the finish line.

The animals who were watching cheered so loudly for the Tortoise, they woke up the Hare.



The Hare stretched and yawned and began to run again, but it was too late. The Tortoise was over the line.

After that, the Hare always reminded himself, "Don't brag about your lightning pace, for Slow and Steady won the race!"

What the Hare lacked was a sense of urgency. He had a challenge and did not have a sense of urgency and therefore lost the race. More importantly, the Tortoise did have a sense of urgency. He never, ever stopped. . . **And He Won!**

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

Tortoise or Hare

Q. Where has a lack of a sense of urgency caused a bigger problem or created a problem in your business?

Q. How would the outcome have changed with a sense of urgency?

Q. Where has a lack of a sense of urgency caused a bigger problem or created a problem in your life?

Q. How would the outcome have changed with a sense of urgency?



Action Steps

Q. Name two areas in your business where a sense of urgency would help.

Q. What will you commit to do to bring a sense of urgency?

Q. Name two areas in your life where a sense of urgency would help.

Q. What will you commit to do to bring a sense of urgency?

Coming Up Next

The second step in solving problems

Overcoming challenges has to do with, among other things, your level of focus.

Very often people think they are focused when in reality they are not. They may talk a great deal about a problem or challenge. The proof of the level of their focus is what they do about it.

This section will build on the sense of urgency you learned about in week 16.

Successfully, overcoming challenges and problem solving, are a critical part to the formula for success.

It is said that the formula for success works. The only question is whether or not you are going to follow the formula.

One on one personal coaching is about creating a formula for your success.

Be coached and add some octane to the fuel of your commitment and motivation.

Accountability and unconditional support opens up the possibilities of taking you faster and further than you thought you could go.

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. - Have a sense of urgency. You will not only be amazed at how many problems get solved but at how much more quickly you move forward in your business and life.