



Business Keys to Success

Lesson 18
Where Are You Pinning The Tail
On Your Donkey?
The Movement of Paying
Attention To The Details



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Business Keys To Success

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Foreword

Welcome to Week 18 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Last week in section 17 you learned how a sense of commitment is essential to good problem solving and successful outcomes.

Too often people think they are committed when they are only involved. Involvement is about having an experience in a process. Commitment is about creating the experience and the process.

To be a successful problem solver you must be proactive. You must create the process and actively seek solutions.

Introduction

The third section to become a great problem solver and a person who overcomes challenges has to do with knowing the pieces of the puzzle that make up the problem.

Too often, problem solving fails because of incomplete information. With incomplete information you have to go back and revisit the problem continually.

This is not good for you or your employees. It kills morale and can drain the energy from your business. And, it costs you time and money. I spoke about process earlier.

Process determines outcome. Know the puzzle pieces and what to do with them. This is part of a good problem solving process that can give you a successful outcome.



week

18



Where Are You Pinning the Tail On Your Donkey? The Movement of Paying Attention To The Details

Hello, Business Keys To Success Members

Welcome to Week 18 of the Business Keys To Success. Last week we looked at commitment. Commitment is absolutely necessary to meet challenges, to solve problems and to move forward.

This week we look at another component to meeting challenges and solving problems. The movement of paying attention to details is critical to moving toward success. Without attention to details our urgency and commitment will get off track and we will expend more energy in meeting challenges and solving problems. Our movement can virtually come to a stop. We can become like

the stalled car. When a car is stalled we can turn the steering wheel but it takes a lot of energy. And, the frustration mounts as we put in more effort and we don't move forward. If only we had thought to check the gas tank we would have seen that it was empty. When we don't pay attention to details our urgency and commitment cannot run on an empty tank.

Whether it is fun or not, paying attention to details is a must to move forward in life. Personally, there are many details I wish would go away. But, I have learned to discipline myself to take care of them. If I don't, I am making my situation worse than it has to



be. And, worst of all I slow myself and my forward movement. When details become a distraction which is a movement, as we learned, that diminishes our productivity.

Where Are You Pinning the Tail on Your Donkey?

So when it comes to details, where are you pinning the tail on your donkey? As a young boy I remember playing the game of "Pin the Tail on the Donkey." There would be a picture of a donkey on a wall and you would be blindfolded. You would be given a cut out piece of paper like a donkey's tail with a pin. Your goal was to pin the tail on the donkey as close as you could to where the tail should be. Of course, every one else could see where you were going. There would be great laughter at where the tail got pinned because most of the time it was any where but where it should be.

In real life it would be critical for the donkey's well being that his tail be where it should be. His life would not be enjoyable. One day, my son, who was in first grade at the time, was listening to his teacher. She was describing a fun project that the class was going to do. As she was speaking she noticed that most of the children were not following her.

Realizing this she exclaimed, "Oh, I am sorry. I am giving you too many details." There were even more blank stares. Again, seeing that she wasn't making progress she asked,

Does any one know what the word "detail" means?

There were more blank stares.

Then my son raised his hand and said, "Yes, I know what detail means."

The teacher was excited and asked him, "What does it mean?"

And he said, "It's like pin detail on the donkey."



The rest of the class had a quizzical look. They really didn't know. After all they were first graders.

The teacher struggled to contain her laughter. She didn't want to make my son feel bad and at the same time his answer had struck her as hilarious. Later that night I received a call from the teacher relating the story. Now she couldn't stop laughing.

Yes, details are important. Liken the donkey to your business and you. Where are you pinning the tail on your donkey? It is an important detail. Without our details pinned in the right place it is difficult for all of us to function properly.

Pay attention to the details. Have them pinned in the right place. When you do, your life and business will look right and feel right. And, you will more easily meet the challenges and problems that come your way.

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Questions For Reflection & Evaluation

Pin the Tail

Q. Where has paying attention to details helped you move forward in your business?

Q. How has paying attention to details had a positive influence on your life?

Q. Where are areas in your business where paying attention to detail would help it move forward?

Q. What are some areas in your life where paying attention to details would make it better and more enjoyable?


Q. A toleration is a person, situation or thing that drains your energy. What are you tolerating in your business?

Q. What are you tolerating in your life?

Action Steps

Q. Looking at your business what details cause you the most concern? What can you do to make this better?

Q. In your personal life what details keep coming up that present challenges or problems? What are you willing to do to minimize or eliminate these?



Q. Commit to two tolerations that you will start to work on to eliminate or minimize in your business? Write down your plans.

Q. Look at the tolerations in your life. Which ones are willing to work on starting now. Describe what they are and what you plan to do.

Coming Up Next

The fourth and final step in solving problems

Overcoming challenges involves an accounting of how the urgency, commitment and attention to details has worked.

Without an accounting as to the success of your problem solving you will be drifting, never knowing if you have been successful or if the ship of your business is about to hit a rock and start taking on water.

It is critical to know where you are at all times, especially when it comes to solving problems and overcoming challenges.

In fact, you cannot effectively lead your business if you cannot communicate to others the status and steps that are being taken to solve a problem or overcome a challenge.

You are now three quarters of the way through learning and creating a process for solving problems.

Your business is not about outcome. It is about process. Process determines outcome.

One on one personal coaching can help you create that process to lead you to a successful outcome.

When you are coached you are committing to a process to give you a successful outcome.

It has been shown that for most people, the likelihood of success increases with outside accountability and support. That's what coaching provides.

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. - Pay attention to the details. Without a knowledge of the details problem solving usually comes up short or is incomplete. As a result, the problem never goes away and continues to drain you and your business of time, energy and profit.

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