

INSIGHTS

HOW IT RELATES TO YOUR BUSINESS



BUSINESS TAKEAWAYS

FROM A CONVERSATION WITH
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#1 HAVE FAITH

A Captain in the Marine Corps had faith in him when he was young and changed his life.

We have an opportunity every day to change someone's life through faith. Faith is a key component to success.

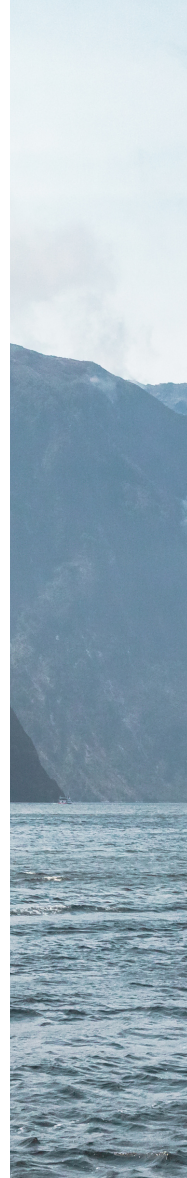
- We need to be obvious in our faith, as leaders, and communicate that directly to those that rely on it. Do not assume they know how you feel.
- Faith in your business, service and/or product – faith in knowing what problem you solve.
- Faith creates confidence and that generates motivation, drive, hustle!

#2 PUSH YOURSELF TO DO SOMETHING AND GO BEYOND WHEN YOU THINK YOU CAN'T

- You need to get uncomfortable if you want to improve and you must get VERY uncomfortable if you want to improve **DRASTICALLY**
- That faith will drive you to put the hours, weeks, months and even years into building your business because you know the outcome.

#3 JUST GET TO THE NEXT MEAL

- Anything in life is bearable if you break it down into small enough pieces.
- Taking small steps means knowing that nothing happens overnight
- Success is created by many small steps and small victories.
- Small steps have their own power – they bring the ability to analyze, adapt, solve problems, grow and improve and make a difference at amazing levels.



#4 DON'T THINK ABOUT FRIDAY ON MONDAY

- Similar to number 3 but suggests something a little bit different.
- Looking at the end of the road will sometimes paralyze a business so that it just stands still, no growth, afraid to make a move.
- When the picture gets too big you may feel overwhelmed.
- Focus on Monday successes, you will learn more and be more successful.



#5 JUST LET GO

- Sometimes we are hanging on to something that isn't working or prevents us from moving forward. We convinced ourselves that we just can't let go of it or taking that leap of faith. (There's that word again)
- If something in your business isn't working anymore, it's time to let go and try it a new way.
- Running a business means you are balancing multiple tasks at the same time.

THINGS YOU NEED TO LET GO OF:

1. Let what's outside of your control go and let it unfold.

§ Just work your plan.

2. Knowing everything about everything. There are things you aren't going to be good at.

§ Get the right people to those things and let go of it.

3. Your obsession with your business.

§ It's part of who you are but it will suffer if you can't shut your brain off for a short time and enjoy life.

#6 NO BORDERS OR LINES SEPARATING US

This one is based on the view of the earth from space. We often create these imaginary lines separating what we think is real and what is real.

- Have you created any imaginary borders in your business?
- It's easy to get stuck within the confines of your original business model

ASK YOURSELF THESE THINGS:

- What is reality in your business?
- Have you created imaginary limitations?
- What are your competitors doing?
- What are the trends in your industry?
- Have you updated your business model to meet the new trends?
- Have you automated, moved online?
- Have you considered multiple perspectives?
- Can you expand your customer niche?

#7 HELL WEEK

Maybe you don't physically have to sit in cold water and eat a sandy box lunch, but your business goes through some really challenging times.

- In the Marines (and Seals), its called "Embracing the Suck"
- Building your tolerance to the challenges is what helps you be successful.
- Maybe it's time to let go of something that isn't working.
- Tolerance and perseverance can give you the mental strength you need to move forward.

INSIGHTS

#8 FEAR OF LETTING OTHERS DOWN

Importance of being a team. If others rely on me, and I know it, I am more motivated to DO MY JOB.

- Running a business means others are dependent on you and that business existing.
- Likewise, you are dependent on them to make things run smoothly.
- There is a reciprocal impact financially, emotionally, and other aspects of the journey.
- Your decisions have a rippling effect that impact the entire organization.



#9 YOU CAN'T DO SEAL TRAINING ALONE

Closely related to number 7: "it takes a team to succeed". The minute you think you don't need anyone, you fail.

- Embrace the talents and mental toughness of your team.
- This builds an emotional attachment to each other and the organization.
- Your players will go above and beyond for the business's success because they get to have accountability and ownership of being a part of it.

#10 REHEARSE EVEN THE MUNDANE ACTIONS

The mundane is equally as important as the big moments. They will pay off when you least expect.

- Hubris can lead to catastrophic results – you are never too good for the small tasks.
- In fact, it can be a vital part of your business success to make sure the mundane is well rehearsed and planned for.
- Launching a project prematurely, not cross training everyone on the team to know what to do in a given situation can lead to disaster.
- Make sure your ego and your team's ego are not overinflated and no one thinks they are too good to “tie knots” all day.