

Do You Take Time To Think?

It's extremely important that we all take time to sit – relax – contemplate – and ponder. Now is the perfect time.

Too many times in life we just fly along at “100 mph” never slowing down enough to



“smell the roses.” A recent survey of very successful people, including many millionaires and billionaires, showed us they all take time out of their day to think about those things that could dramatically or quietly make a difference. And, they do this in solitude – alone – by themselves, rather than part of a “think tank.”

I am not suggesting we sit and fret over those things we cannot change. The wrong things to think

about and subsequently worry about are those things of which you have zero control! I've learned that it takes a conscious and concerted effort to not let those types of thoughts into my head – and yes, they still happen.

In general, taking the time – a specific block of time – to think is usually well spent. It's important to give yourself permission to spend the time to think, rather than always being in the mode of busy – doing something -believing you need to be productive.

As business owners, here are some things for you to think about:

- How do you focus on the right things to work on with the right people?
- What things should you stop doing because they are not working?
- Who should stay at your company or even be promoted?
- Who needs to be terminated and why?
- What services do you offer and what ones aren't doing what you had expected?
- Are there services that you should STOP offering?

These suggestions listed above, and others not listed are things that could make your company better if you examine them with appropriate constructive reasoning. Taking time to 'think' through these questions can help you formulate an effective strategy.



Driving to a client's jobsite, on a plane, your work commute, or 30 minutes sequestered in your office with a "do not disturb" sign posted outside can allow you to focus and arrive at valuable conclusions. For me personally, I enjoy a quality Churchill cigar (one that takes 90 minutes to smoke) and when I have a notepad and pen it affords me that critical time to relax – contemplate – evaluate - and ponder. I often have an epiphany or

even a small bright idea that proves valuable.

As a salesperson, here are a few items for you to think about:

- How can you prioritize your day effectively?
- What should you be doing each day that you are not doing now?
- What types of things should you STOP doing that aren't useful?
- Who should I stop calling on – since they aren't referring us?
- What clients would respond better if I was more aggressive?

All the above suggestions are best considered when you have blocked out specific time slots to think about them. Remember to include a pen and notepad when you are doing this (unless you are driving – then use a pocket recorder).

Further, I highly encourage you to make this a routine and committed habit and you'll find you are coming up with great ideas and sometimes even brilliant solutions to your idea. Best of all, you will find yourself better prepared – working on the right things – in the right order – at the right time. **dW**

Author: Dick Wagner, Co-Founder The CREST Network, LLC

Nationally recognized business coach.