

Trying to avoid mistakes is your biggest mistake

I believe the question I have heard most often in my adult life is "What if you fail?" along with all of its cousins. "What if it does not work out?" , "Have you thought about what could go wrong?", "Are you sure this is a smart thing to do?" Couple this with ALL of those people telling you all the reasons, what YOU WANT is not possible or not practical or simply not something that can or will happen. Lump all this stuff in a nice BIG pile, soak well with gasoline and throw a match on it, do this NOW.



John Gregory Vincent

The most successful people/organizations take RISK

The biggest failure and or mistake you can make is trying to avoid mistakes. Not doing anything and expecting something new to come out of it is a variation on the insanity definition, "Doing the same thing over and over, expecting different results." Without question the biggest mistake anyone can make is not doing anything. Inactivity kills more success than all other

factors. We are conditioned to "play it safe" in business and in life. Slow and steady wins the race we have heard since we were little. The problem is slow and steady wins nothing when your competition is faster and steady. Many times if they are much faster and not as steady they will still kick your butt. Reality is that in a business world changing DAILY using that tried and true formula more often than not, is a formula for failure.

Here is simple example of business as usual. Look at organizations that embrace milestone training. Training based on promotion or tenure etc. vice based on talent and interest. Sure you send someone to a three day course when they get promoted but how much time have you spent really looking at if they have the talent for the new position or even the DESIRE for the new position. "The way we have always done it" typically means the way we will always do it and this ensures at some point you are almost certainly going to become irrelevant. Every significant innovation in business has started with a trail blazer. Michael Dell comes to mind as does, the amazing growth of Zappos under 34 year old Tony Hsieh. That little funny idea that started in a Stanford dorm room by Larry Page and Sergey Brin turned out pretty well also (they created Google). The vast majority of us are not going to do what these people have done but they all have the same thing in common. They had a vision of either creating or improving something and they, **just did it**. There were tons of reasons not to, all made senses all were based on sound business principles but breakthrough thinking comes from the other end of sound business, it comes from our creative side. This exists in all of us we are just trained to either ignore it or use it in small doses. The most successful embrace it and run with it.

I will never forget the question asked of me by a senior person at the CBS Affiliate television station I was the sales manager at when I submitted my resignation in 2008. We talked about what I was going to do and in general what my plan was. After listening to me he asked one of those questions this months newsletter started with. "What if you fail?" Without hesitation I responded I cannot fail. He took exception to that statement and brought up many very relevant ways in which my little start up might never turn a profit and fold in on itself. I told him that there were indeed many ways in which Genesis Consulting Group might not become viable but the only way I can fail is to not try.....

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