

Decisiveness Brings Success

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One trait you will find consistently with successful people is their tendency to make decisions quickly. Whether you are an independent business person or managing a department in a major corporation, the ability to analyze a situation, make a decision and then stick to it is a key ingredient for success.

I have been coaching a man who is launching his own business and he has really struggled with what market to target and how he will approach them. Truth is, his business will fit several specific markets and he has been changing his mind constantly for the last few months regarding who he wants to serve.

I finally asked him to write down every potential target market he could think of for his service. I then had him scratch off the names of anyone he did not *want* to do business with, which left a short list of people who would benefit from his product and whom he felt like he would enjoy working with. Then I simply said: "Pick one". This man has floundered in his business because of indecision. Failure to make a decision, ultimately, constitutes a decision in and of itself. That decision is one of inaction and ultimately will result in total failure.

Don't know what decision to make? Go with your gut and follow through. If it turns out you made a poor choice, you can always correct it later and you will have gained valuable experience for future use. I am confident that any decision is better than no decision. At the very least, you are impacting your world rather than it impacting you.

People admire and respect someone who has the courage to make a decision and stick with it. That admiration will bring you support from those around you on many different levels. You will be amazed at how people are naturally drawn to you.

We are living in a world that is full of indecisive, weak-kneed people; from politicians and leaders of industry to the cashier at the corner market. Managers love employees who will make a decision and solve a problem. Employees love managers who will make a quality decision on their behalf. It does not matter what your position in life, you have the opportunity every day to make decisions that will affect people around you.

So stand up, take control and have the courage of your convictions. Even when you make a less than stellar decision, you will still stand head and shoulders above the majority of people who attempt to find refuge in their indecision and lack of activity.

"You don't drown by falling in water. You only drown if you stay there."

--Zig Ziglar