

Become Fully Accountable For Your Success

An article by Keith Rosen about breaking through the limiting behavior that we may be blind to.

Expose Your Diversionary Tactics - Part 1

"Only 20% of employees working in large organizations feel their strengths are in play every day. In other words, most organizations operate at 20% of their potential and capacity."

Source: The Gallup Organization

Have you ever done something that you know is not in your best interest? Have you ever avoided doing something that is in your best interest? In either of these scenarios you were probably able to justify your behavior as well as your line of thinking and most of all; avoid being accountable.

While that may sting a little bit, allow me to introduce to you a new definition for this type of behavior. A ***diversionary tactic*** is an action, excuse, or belief you hide behind that justifies your behavior and performance, providing you with the out so you do not have to be accountable for your performance, responsibilities, goals or the situations you put yourself in.

Other examples of diversionary tactics are as follows:

- An excuse for the behavior you really don't want anymore.
- An action, a lack of action or a belief that keeps you from being accountable or looking at the real truth in a situation.
- A persistent or constant complaint.
- A source of energy. (Even though it may be a negative energy source, human beings tap into any available energy source, even if it causes additional problems, stress, and difficulties.)
- A justification for doing something you are better off not doing which isn't aligned with your goals and objectives.

Some non-negotiable tasks, activities, and priorities in your life may be obvious, such as your commute, showing up for work, engaging in your favorite hobby or pastime, and spending time with family. However, some may not be so visible, such as prospecting, practicing self-care, one-to-one time with your employees, planning, goal setting, or putting time aside for professional development.

If there are activities you need to engage in that support your lifestyle and will truly determine whether or not you will reach your personal and professional goals, it's essential that you make these tasks non-negotiable rather than optional.

Otherwise, you'll find that they have tendency to take a back seat to other activities that may need to get done and have some degree of importance.

You know, the activities or tasks that you may be more comfortable doing (such as cleaning your office, doing paperwork, responding to e-mails, helping other people, compiling data, customer service, working on making your marketing material "perfect") but don't significantly move you forward. Instead, they keep you stuck in maintenance mode, allowing you to do just enough to stay afloat.

Then, you may have conversations with yourself that sound like, "That's okay, I was busy today. I'll do that tomorrow." Or, "I just wasn't able to find the time today to get to (prospecting, one-to-one time with employees, the gym, cleaning the office, etc.)." And wouldn't you know it, something else always seems to come up! I don't suppose this has ever happened to you.

This busy work will disguise the truth, creating the illusion that you're working hard, simply because you feel busy. These diversionary tactics enable you to do everything else but the activities that would dramatically accelerate your success.

Just ask any salesperson who has to prospect to build their business. They can justify practically any and every activity that will take them away from prospecting, allowing them to major in the minor activities that act as a diversion to doing what's truly needed to build their business.

If you, "Can't seem to "find the time," for these activities, I have yet to stumble across time that I just happen to "find." It becomes a never-ending search, an exercise in futility. Consider that these non-negotiable activities that you may be avoiding must become as habitual as waking up in the morning, taking a shower, brushing your teeth, and breathing. These are the activities you do, (hopefully) without a second thought.

Uncover your diversionary tactics. Once you do, you'll then be able to make the choice whether or not to continue to take part in them or the activities that serve you best.

To further illustrate the importance of uncovering and eliminating your diversionary tactics, consider the cost you incur by not making certain activities non-negotiable. For example, if your income is dependent upon bringing in new business, what does it cost you if you don't prospect; professional satisfaction, selling opportunities, peace of mind, greater financial security, your career?

Here's another example of a diversionary tactic:

Fear of Failure (or Success): "I'm afraid of failure yet I won't take the steps to ensure my success at (managing my team, prospecting, time management, building a new business, losing weight, etc.). Therefore, if I sit back and do nothing, then I can never fail at anything!"

In part 2, I will share with you the *Top Ten Diversionary Tactics* that inhibit peak performance and what you can do to recognize and remove them from your life in order to achieve your true potential.



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Keith Rosen is the preferred, authentic coach that top executives and sales professionals in many of the world's leading companies call first. As a prominent, engaging speaker, Master Coach and well-known author of many books and articles, Keith is one of the foremost authorities on assisting people in achieving positive, measurable change in their attitude, in their behavior and in their results. Keith's articles can be found in *Selling Power Magazine* and has appeared in feature stories in *The New York Times*, *The Washington Times*, *Inc. Magazine*, *Sales and Marketing Management's Ultimate Motivation Guide* with Stephen Covey and *The Wall Street Journal*. For his work as a pioneer in the coaching profession, *Inc. magazine* and *Fast Company* named Keith one of the five most respected and influential executive coaches in the country.