

The "ACTION PATH" to Solving Business Problems And easy ways to change



Dear Business Owner:

This newsletter provides a problem solving break-through that has helped many small business owners. We hope it provides you with a way to make your business even more successful.

A Quote

Recently, the CEO of Johns Hopkins Hospital reported:

"If you look at people 2 years after coronary-artery bypass surgery, 90% of them have not changed their lifestyle. They know they have a life-threatening disease, and that they should change their habits. But, for whatever reason, they don't."

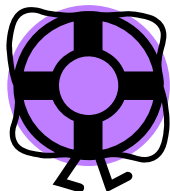


So, even though these people have had this crisis in their lives, it didn't motivate them to produce change. So, if it's hard for people who have survived that event to change, imagine how hard it is for the rest of us!

Solving any real problem-- like stopping a bad habit--isn't easy. It takes CHANGE. That's a word not too many of us are good at or enjoy very much. Let's look at 4 ways to make changing easier.

4 Ways to Make Change Easier--

And what can help us change?



1. Fear is not enough to cause change. But JOY is. Like heart patients, the fear of death is just too frightening to be a long-term motivator. Who wants to live longer if you feel this rotten? People must have a vision of the "joy of living"---of how life can be different. Focus on the positive results the change can bring.
2. Believe it or not, making big changes is easier than making little ones. Why? Because you see more instant results. What happens when you promise to cut out sweets for a week? How long does that small change last? Not long for most of us. A study that put people with heart

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disease on a very restricted diet and provided a structured exercise program saw immediate results. Seeing results motivated them to continue so it made the BIG change worth it.

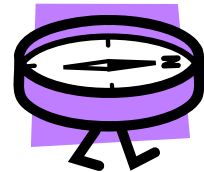
3. It is easier to focus on changing behaviors than altering personalities. Our personalities are driven by our DNA, given to us at birth. These are pretty impossible to change. Behaviors are something that we've learned and can un-learn. Here is an example of how to work with people on changing their behaviors. Suppose one of your employees wants to be promoted to supervisor of the team, but seems have a bad attitude about life and is always complaining. A great way to address this is to sit down with the person and describe appropriate behaviors for being a leader. Teaching them to focus on these behaviors is easier for a person to change than telling them they have to be happy and cheerful all the time.

4. Another final key to being good at change is to keep your brain active. The bad news is brain fitness starts to decline around age 30 for most people. While that's bad news, there is good news. Our brains have an on-going ability to learn new things. We can do this by deliberately providing challenging and complex things for our brains to figure out. You can learn to juggle, learn a 2nd language, learn to play the guitar, take a class on painting. Do anything that will create new pathways in your brain.

5 Problem Solving Steps--

Project>Goal>Reward>Obstacle>Action Steps

With these ways to help make changes in hand, let's use them to find ways to solve problems. A brochure is available to use in stepping through this process. A picture of it is below.



Step 1 is to select a **PROJECT** in your life that you'd like to solve. This could be something that's sitting on your desk that you keep avoiding. Pick something you have some control over.

- **Example:** To hire a salesperson for your company.

Step 2 is to define the **GOAL** and establish a completion **DATE**

- **Example:** So the business owner can work less hours. To be completed in 30 days.

Step 3 is to state the **REWARD**. This should be something that gives you joy-remember, this is one of the motivators for change!

- **Example:** So you can take ½ a day off to play golf every month

Step 4 is to identify all **OBSTACLES** that might stop you from completing this project.

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- **Example:** No money, don't know how to hire, don't know where to find salespeople, don't know how to train salespeople, an internal person wants the job that isn't qualified

Step 5 is to list **ACTION STEPS** to overcome each obstacle. Apply dates that you'll get this done. Then check off when it's done.

- **Example:** Hire on a commission basis, get help from an HR consultant, search the Internet for the best ways to hire salespeople, talk to other business owners who have salespeople, have a discussion with the internal person.

With all action steps taken, you should be ready to hire. If not, go back to the obstacle step and work through the blockage.

One more thing critical to success when solving problems is to talk to someone about what you're going to change. Get them to check up on your progress. Be accountable to someone.

Hopefully, this has opened your eyes to new ways of looking at change and making progress toward what you want in your businesses. This **Action Path Process** has been used by many companies to create steps for greater success. If you're serious about meeting goals in your business, a coach can help. Feel free to contact us for a free initial session.

Sincerely,
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**FREE
COACHING
SESSION**

Call us for an initial FREE meeting to see how coaching can help your business, and start you on the **ACTION PATH To Solving Problems.**

Check it out now...

Offer Expires: July 31, 2005