

## Alpha Business Coaching Newsletter

# "Action Trumps Everything"

### Dear Small Business Owner:

I attended my annual August leadership conference last week. It was great; it leaves you feeling fired up to change the world. I recommend going to them to keep you learning, thinking, hoping and motivated to accomplish more in life.

Because attendance at this kind of event often leaves you with more ideas than you could possibly implement, I appreciated most the speaker who did the presentation entitled "Action Trumps Everything." The speaker was Len Schlesinger, the president of Babson College, a leading business school for entrepreneurship. I'll share some of his wise thoughts below.

Mr. Schlesinger believes the real behavior of successful entrepreneurs generally flies in the face of how we imagine the Bill Gates, Steve Jobs, and Mark Zuckerbergs of the world got started. They didn't start with a vision for the huge companies that exist today. They didn't have everything figured out before they started their companies. In today's world, he believes that it's impossible to predict the future. So, you must get started with some action to begin to test your beliefs. Here are some suggestions for moving into action:

- Start or change something you really care about. The stamina to carry you through will be your belief in what you're doing.
- Don't over think your concept. You can't know how the market will really react to it until you put it in real situations.
- Start with small steps on what you believe are the best guesses.
- By starting to act, you will see who wants to help you and who runs from you. Talk to the supporters.



# Action Trumps Everything

- How much risk? There are lots of ways to calculate this but the best rule is....as much as you can afford to lose. You've heard that about risky investments, and it's true about a business too.
- Fear of failure is real. But, the faster you fail, the faster you can find something that will work. Action produces evidence. Evidence is much better than guessing what will happen.

I'm not suggesting that you do no planning. But the lesson here is it's better to under-plan than over-plan! Some of you who know me well won't believe I said that, but over-analysis has conquered even the best of us planners.

Go act.

Sincerely,  
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