



Alpha Club Newsletter

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Dear Small Business Owner:

As a small business owner, do you sometimes get STUCK in trying to move forward on a problem in your business? This quick article will identify some of the reasons why we get stuck and some steps to get you moving again.

Lynda Hess, Business Coach

Why We Get Stuck

Getting stuck is a common challenge for many small business owners. Most of us are procrastinators and put off working on tough areas in life. There are some common reasons for procrastinating. See if one of these resonates with you.

1. You're overwhelmed with issues to tackle. Things have piled up so much that you're not sure where to start.
2. You're bored. You've been doing the same thing for too long. Your mind just goes in circles on an issue and never has new thoughts.
3. Your confidence in your ability has slipped. Fear and doubt are BIG forces. All you can see are the things that won't work.
4. You are doing work you don't enjoy. We all have to do some things we don't enjoy. But if you hate everything you do all day, you may be stuck in the wrong work.
5. You are easily distracted or just lazy! Do you avoid taking action because you'd rather chat on the phone or surf the web?



Steps to Getting Unstuck

If you found yourself in too many of those descriptions, take heart. Even you can get unstuck! First, recognize you are stuck. Then next, be willing to work on it. Progress can be made with these simple, but not always easy-to-do steps.



1. On a piece of paper, write down the problem you feel stuck on.
FOR EXAMPLE: I need to replace an employee who is just not working out.
2. Then write down what the goal of solving that problem is.
FOR EXAMPLE: To have an employee who is a great fit for my company.
3. Next, write down what the reward for YOU will be to solve this problem. This is important because it's your motivator.
FOR EXAMPLE: With the right employee in place, I'll have less of this person's job to do, freeing me up to focus on "owner's" work.
4. Then, list all the obstacles that keep running around in your head, causing you to not work on the issue.
FOR EXAMPLE: I'm afraid to fire someone, I don't know if I can find a replacement, I don't know how to train a new person, etc.
5. List the ACTIONS you're going to take to get beyond these obstacles with a date when you'll have it done. Make a box for checking off each action as it's done. Then move out and do each action.
FOR EXAMPLE: Talk to an HR specialist about how to do terminations by June 1st, etc.

CELEBRATE your progress. Even if you don't have total resolution immediately, reward yourself for the small steps you take.

Master Mind Groups Still Forming

Last month's newsletter described Master Mind Business Groups that we are currently forming. If you'd like further information on meeting with other small business owners to get advice on strategies for your business, click on the link below.



[Master Mind FAQ's](#)

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