

## Alpha Business Coaching Newsletter

# "Redefining Failure"

### Dear Small Business Owner:

We think we know what failure is. We're quick to say that if a store runs out of a product that more customers want, it's an ordering failure. Or if we don't win a bid for a big, new contract, it's defeat. But perhaps failure should include more outcomes than just the obvious things. Maybe we've started accepting "status quo" actions as ok, when they really are a failure to say "no, that isn't acceptable."

Seth Godin has an article in the latest HBR magazine on failure. He wrote the book "Purple Cow," so he's a great mind in helping us think differently. He suggests that every day, some of our company's assets and resources go to waste. This should be called failure. Here are some examples:



- Your employee knows how they're supposed to do a task but takes a short-cut in order to get the job done more easily.
- A salesperson has a qualified lead but doesn't have the skills to close the deal.
- You stick with a mediocre idea for too long and lose the chance to go after a great idea.
- One of your customers calls you to ask why something on the job wasn't completed properly.
- One of your products is mis-designed and is producing 90% of your customer service calls.
- An employee quits because they don't feel respected or trusted for what they've been adding to the team.

Godin closes with this zinger-- "The most self-referential form of failure is the failure to see when you're failing!"

# Redefining Failure

By now, you know my suggested corrective action to avoid this path-get yourself a coach who can look in from the outside and help you avoid some of those failures!

Sincerely,

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