



Laura Ashley-Timms, the Licensing Industry's very own Coach, has teamed up with Total Licensing to challenge you to improve yourself and your business.

So read on... and then send in your questions to be answered in our regular 'Coaching Corner' feature.

Countdown to SUCCESS

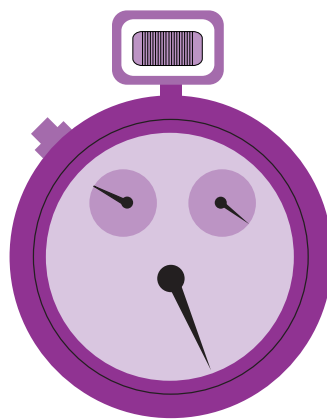
How many of us have a mountain of half completed projects and never quite reach our goals? We always start with great intentions and just lose speed and motivation over time. Maybe you had some great new product ideas but failed to pick up the phone to potential manufacturers or licensees in time? Maybe you started to develop a website, but never quite finished the last part? Or you were going to finally talk to your boss about that pay rise but just ended up with additional workload instead!

At a guess, I would say that most of us would identify with this behaviour a lot of the time and few of us could say, hand on heart, that we constantly reach our original objectives.

The danger in this repeated behaviour is that we begin to believe that it takes a great effort to go that extra mile, when in reality there are some VERY SIMPLE changes you could put in place TODAY that could have ENORMOUS IMPACT on your success.

4 Key Tips to Countdown to Success

If you were to implement just 4 small changes in your approach, you will start to see massive impacts on your



results. I am not interested in the "it doesn't apply to me" mentality, be you the managing director of a multi-million pound organisation, the receptionist or a self employed consultant, believe me, it DOES apply to you too! That is, if you want to be MORE successful than you are today.

1. Start Small

It is very common to become paralysed by inaction because the goal or project is too big to break down. The important thing is getting started. By way of example, many people have dreams of starting their own business, but the decision as to which business to start is the main reason that most people never do anything at all. In this example, a much better attitude would be to do something, anything, and develop the idea as you go along. Setting a goal of say earning £100 independently should be achievable for everyone. If I asked you to think of 5 ideas that could earn you £100, I bet you could come up with them in 10 minutes and then choose

one to do. Once you have earned the first £100 then you need to set a goal to earn the next £100 in a faster time scale. After 10 of these cycles you need to earn the next £1000 in less time.

With each sweep, you review your lessons and improve the process to speed up the time it takes to earn the money. For more ambitious projects just add zeros!

2. Find the Key Action

This is the catalyst for change. We often talk about the things we need to do to achieve our goals and by finding the key action we can really start to make changes. This is equally true for major goals and initiatives as for more trivial ones.

Here are three examples of finding the key action:

Seminars – you want to set up a series of training seminars. You had the idea, planned the content, thought about the marketing. Everything is still in the theory stage.

- The key action would be to book the venue for the first 3 seminars. Once this action has been taken you are committed to filling the seminars and your mind and the subsequent action you take will be focused on delivering this result.

Relocating – you have a dream to relocate to a new country, you have decided on the country and even set a vague timeframe, but nothing is moving forward.

Don't forget that for readers of Total Licensing Laura is offering a completely FREE no obligation 30 minute coaching consultation.

*So go on and pick up the phone, what have you got to lose? Your only risk is spending half an hour talking about yourself... Contact Laura Ashley-Timms at Notion Limited.
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- The key action would be to put your property on the market (sell or rent) so that you are free to leave. Or if you are already renting then hand in 3 months notice to your job. Again the mind will now be focused to get you out to your new location.

Socialising – every year you bemoan the fact that you send out Christmas cards with glib messages of “we must meet up this year” but you never do.

- The key action would be to pick the phone up and ring the people you want to see and put a date in the diary (even if it is 4 months hence).

The one thing all these key actions have in common is that they commit you to take further action. There is also a cost in not taking further action, even an expense or potential embarrassment, making it easier to move towards your goals than do nothing.

3. Countdown for Success

Many of us find it easier to motivate ourselves through figures. One of the main reasons for this is they are both objective and measurable. Top of the list is monetary measures. Weight, speed, strength and rankings are other numerical motivators. For those tasks where it is harder to find

a relevant figure then we can use “percentages”.

The important point to note here is not just to have a numerical motivator but also to learn how to use it to maximise success.

The clue is in the title! **COUNTDOWN**. Focus on what is **LEFT TO DO**, not on what you have already completed.

The website that is “80% complete” is unlikely to motivate you to finish. Focus instead on the “20% left to complete”.

If you are looking to hit a sales target of £150,000 this quarter then your countdown should focus on what is left to secure, not being satisfied with what has been achieved so far.

If you have set a weight loss target then your weekly weigh-ins should log how many pounds you have left to lose to hit your target, not how many pounds you have already lost.

Focusing on what we have already achieved leads to complacency. Focusing on what is left to achieve leads to completed goals and **SUCCESS!**

4. Visual Stimulation

Create a visual representation of the countdown.

The project plan should have a ‘percentage left to complete’ graph with a target of 0%. The sales graph should show how many \$/£000s or units are still needed to be sold to hit the sales target. The weight loss chart should show how many pounds are still left to lose to hit the goal weight.

These visual graphs should be displayed in an appropriate place to motivate those it applies to and updated regularly, be that daily or weekly.

Next steps – taking Action

Following each of the steps in turn here are things you can do to countdown to YOUR success:

1. Set your “£100” target. The very small target that you can't fail to achieve
2. Identify one ‘key action’ you can take TODAY to move one of your projects forward

3. Start using the **COUNTDOWN** method. What is the numerical amount (money/percentage etc.) you still need to focus on to complete your project or goal?

4. Create your visual measure, a chart or graph that you see every day to record your countdown to success.

5. If you enjoy reading these articles ask yourself why you have never taken up the offer of a free 30 min coaching consultation and then pick up the phone!

Coaching Corner

Q: Due to the travelling I do, I only work in the office 2-3 days a week and need to get through a high volume of work in this time. How do I avoid the constant distractions I get throughout the day and actually focus on what I think is important?

Marketing Manager

A: Distractions are the death of many office environments, for many people the entire workday is one long distraction. You work hard all day but achieve very little. This scenario is fairly typical... You've decided that you are going to work on that important project for several hours today. You get into work, check your e-mail, listen to your voicemail, open the post, start chatting to your colleagues, and before you know it you are confronted with one thing after another that you need to take action on immediately. Your boss demands something on her desk by close of play. A licensee rings up with an urgent request. You remember that you forgot to book a meeting room for the lunchtime meeting. Just as you're about to try and sort it all out there's a fire drill. By the time it's four o'clock you realise that you haven't even started on that important project – and now you may as well do it tomorrow!

So what can you do about it? The answer is to be clear in your own mind whether the interruption or distraction is a real emergency or not.

Real emergencies are easy to recognise. If someone tells you that the building is on fire, you don't worry about time management. You just get out of the building! Genuine emergencies should be very rare unless you're living in a war zone.

The best way to stop yourself responding to everything as if it were an emergency is to put some distance between yourself and it by **WRITING IT DOWN**. Keep a special list on which you write down all the tasks that you come across during the day. Then forget about it and continue to focus on what you are involved in at the moment, since you know that you have safely stored the new task where you're not going to forget it. Keeping all these tasks in one place makes it much easier to decide how each of them can be fitted into the scenario of your work as a whole.

In simple terms – **BAN** the distractions!