



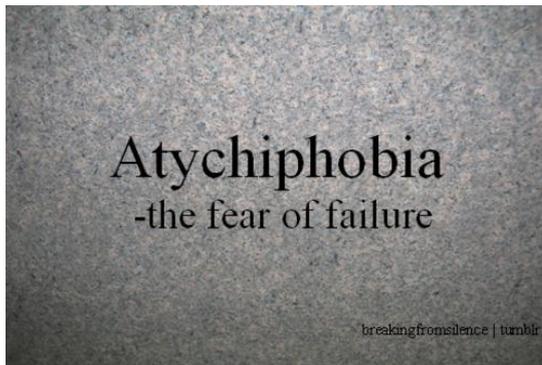
BUSINESS
BENCHMARK
GROUP

www.businessbenchmarkgroup.com.au

where every small business owner can achieve big business success

January 30, 2016

Do you fear failure?



So here's a question for you **what would you do if you couldn't fail?**

How much further with your goals and aspirations would you be? What if all you did was strategically invest the time to confirm what your worst outcome would be? And the empowerment of this clarity confirmed for you to put wind in your sails and get going?

Many of us are **afraid of failing**, at least some of the time. But **fear of failure** (also called "atychiphobia") is

when we allow that **fear** to stop us doing the things that can move us forward to achieve our goals. **Fear of failure** can be linked to many causes.

In the role of a strategic mentor every day it astounds me how many people with great ideas are stuck in the space of 'fear of failure'... In my opinion, the greatest challenge for people is that they're making decisions based on their current 'bank account' for something in the future based on their past thinking.

Let me put it to you this way...

Most people use the same strategic thinking to play a bigger game and just sometimes it's the stuff you don't know or haven't prepared for that will ultimately create the thought of failure and therefore create minimal or slow progress towards your goals and aspirations.

We all need an education and growth mindset. Motivation by itself is not enough to ensure the prosperity of your business; people need to be educated. You and your staff need to learn the fundamentals of running a business. You need to move from just being a plumber to being somebody who is running a plumbing business, from an accountant to somebody who is running an accounting practice, from an editor to somebody who is running a publishing business. Your expertise in your field is most likely what got you started, and that's great, but you must move above and beyond this to achieve long-term success and growth.

The reason many people are happy to stay in mediocrity is they don't know what they don't know. They think they've reached their full potential already because they don't know what else is out there. They don't know that abundant opportunities are just around the corner. But the real problem comes when people learn what they could and should be doing and still do nothing about it. This is known as *conscious incompetence*: 'I now know what I don't know'. If you choose to do nothing at this point, then this is where your business will start to falter. This is where you miss the opportunity to grow.

The more educated you are, the more motivated you will be to get great results and the more you will have the capacity to do that. If you have become more skilled and more knowledgeable you will be able to see the path ahead, and this provides its own motivation. This becomes a cycle of positive reinforcement that leads to even better results.

When you hit a glass ceiling this indicates a need for more education. When you reach a point of frustration and you truly want to grow but you don't know how, it's time for more learning. And whatever stage you are at, there is *always* more to learn. You will never 'make it'. The moment you think you have 'made it' is the moment you and your business start going backwards.

I have more to learn. We all do.

Are you at your full potential?

Stefan

Stefan Kazakis

stefan@businessbenchmarkgroup.com.au

www.businessbenchmarkgroup.com.au