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There was a business executive who was deep in debt and could see no way out.

Creditors were closing in on him. Suppliers were demanding payment. He sat on the park bench, head in hands, wondering if anything could save his company from bankruptcy.

Suddenly an old man appeared before him. "I can see that something is troubling you," he said. After listening to the executive's woes, the old man said, "I believe I can help you."

He asked the man his name, wrote out a check, and pushed it into his hand saying, "Take this money. Meet me here exactly one year from today, and you can pay me back at that time."

Then he turned and disappeared as quickly as he had come.

The business executive saw in his hand a check for \$500,000, signed by John D. Rockefeller, then one of the richest men in the world!

"I can erase my money worries in an instant!" he realized. But instead, the executive decided to put the uncashed check in his safe. Just knowing it was there might give him the strength to work out a way to save his business, he thought.

With renewed optimism, he negotiated better deals and extended terms of payment. He closed several big sales. Within a few months, he was out of debt and making money once again.

Exactly one year later, he returned to the park with the uncashed check. At the agreed-upon time, the old man appeared. But just as the executive was about to hand back the check and share his success story, a nurse came running up and grabbed the old man.

"I'm so glad I caught him!" she cried. "I hope he hasn't been bothering you. He's always escaping from the rest home and telling people he's John D. Rockefeller."

And she led the old man away by the arm.

The astonished executive just sat there, stunned. All year long he'd been wheeling and dealing, buying and selling, convinced he had half a million dollars only a reach away. Suddenly, he realized that it wasn't the money, real or imagined, that had turned his life around. It was his newfound self-confidence that gave him the power to achieve anything he went after.



Confidence is something we all have in varying degrees. If you're good at something and you know it, that's confidence. If you're good at it and you know it and someone else tells you you're good at it, that's even more confidence. And if you're good and others tell you and one day you are asked to the front of a company meeting to receive an award and acknowledgement for your skill, ability and achievement that's a huge, high level of confidence.

Why is confidence important? Because without it we THINK we are not able, not skilled, not worthy of a challenge. So, we don't give the effort much energy because we THINK we will fail. The truth is confidence is an inside job. We construct confidence over time with results, pure and simple.

Pilots are good examples of confidence. They are trained to handle aircraft that weigh up to 1,265,000 pounds. By comparison your average car weighs 3,500 pounds. Imagine having to land a plane that weighs as much as 361 cars and you're the only one in charge of this task! Also

there are up to 400 people sitting behind you counting on you to put that plane down safely. And the company that paid \$500 million dollars for that same airliner is counting on you to not damage the ship along with everything else! Would that take confidence? Yes it would; lots of it.



But there was a day in every pilot's life when he or she had never landed any plane, let alone a modern heavy airliner. Practice for years is what leads to confidence for a pilot.

What about your work? What does it take for you to have confidence in your skill, ability, drive and intent? It probably takes a lot of practice and good

results that add up to you believing in you! That's the way confidence works. You believing in you even when others may not.

Perhaps one of the more concerning elements of any professional's life is when the confidence in yourself wains, slips away, or diminishes for any reason. Usually this happens when we start to doubt ourselves, our ability to perform, create results, etc. Lack of confidence is not a good mind set to have when you are expected to come through. If this happens to you, all you need to do is get out your journal (if you keep one) or a blank sheet of paper and start writing down your wins, successes, awards, acknowledgments and proud moments in your past.

Soon you'll be asking yourself what this self-doubt is all about! What's going on inside your head that has you doubting yourself? What messages are getting through to your conscious self that makes you feel less than adequate right now?

The experts tell us it's just our internal critics trying to remind us of our limits but those same experts are not sure what this is all about. At Performance Strategies, Inc., we think it's about letting that voice inside us take over for a while

and in no time we're listening to that voice and starting to pay attention to the negative messages.



Soon we doubt ourselves and our results start to show it. Perhaps we need to look into the mirror of our lives and realize that we did not get this far by accident. We ARE professional! We ARE powerful! We ARE in charge!

In summary, lack of confidence is a powerful mental anesthetic that has the ability to tear down our accomplishments, cause us to lose belief in ourselves and perform like amateurs instead of champions. As my grandmother used to say to us kids ... “STOP IT!” Take charge of your internal critic and become the leader you’re qualified to be. After all, you did not get this far purely by accident. You earned every accomplishment and deserve to feel good about them.

As always, here are a few online and reading tips if you want to research this topic further:

<https://www.mindtools.com/selfconf.html>

<http://www.entrepreneur.com/article/247353>

Until next week, if you know of any business that can use the benefits of highly effective coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it’s going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.