

Don't Just Survive, Push To Succeed

Insights from Cross Financial

Don't put off until tomorrow what you can do today. Benjamin Franklin

Attach piece 2 to piece 5 using bolts E and washers D. That might sound familiar if you have ever tried your hand at assembling furniture. I just finished following similar instructions to assemble a desk for my wife's home office. Like many employees, she began working from home about a year ago, and without skipping a beat, she made herself a temporary home office in our dining room. She then moved to the basement with a folding table. Finally, we ordered a desk for her home office workspace. Why did we wait so long? Why didn't we think it through and make the decision to set up a formal office space a year ago?

Survive

A year ago our lives changed. With little notice, we began working from home, our kids began learning virtually from home, and we were left trying to wrap our heads around a "PANDEMIC". It was a lot to take in. We immediately became focused on trying to survive the new daily routine. New routines personally with our families and children. New routines professionally with our careers and companies. The new routines also extended to our mental state, trying to keep a positive mindset in the face of uncertainty.

So where did a desk fit into our thought process? The dining room table seemed to work fine for basic survival. The folding table worked, as well, plus it freed up the dining room table for meals. Both solutions were focused a lot on survival and very little on longer-term success. If all we are doing is focusing on surviving the next day, the next week, the next month, we're missing

the opportunity to be as effective and efficient as possible. Had we invested in the desk earlier we would have avoided conflicts with space usage and provided a more productive environment for an entire year!

The Next Year

We have been making progress for a year, but the daily routines still include some uncertainty. Take out all the factors you can't control and isolate the things you can control. These are the items you can influence daily. Where can you make a difference? Where can you become more efficient? Where can you look past short-term survival to see a better solution? If you just survived the last 12-months, where can you invest some time, creativity, or forward thinking to set the stage for something amazing in 2021?

If you have been putting off hiring additional employees or pursuing professional development for your staff, it's time to invest in your future. If you have been putting off the acquisition of new technology, like laptops or webcams, it's time to invest in your future. Set your sights on more than just survival. Use 2021 as the launch pad for success you expect to achieve in the years ahead.

Learn

Moving forward sometimes starts by looking back. It might be time to perform an assessment of the last 12 months. What did we get right? What needs to be improved? What needs to be modified moving forward? What do we need to stop doing? Take the time to answer these questions honestly. Think about what you can do to influence your organization in a

Continued on back...

Don't Just Survive, continued

positive way. Be the spark for change in the next quarter and see how it impacts the rest of your year.

There are numerous resources to help you learn something new each and every day. Find some valuable content via your preferred social media channel focused on learning a new skill. Try one of the free and affordable courses via LinkedIn Learning to help you investigate a new skill or refine an existing one. YouTube has an abundance of channels to challenge your thinking. And maybe it's time to start listening to some podcasts while you walk, commute, or even mow the lawn. There are thousands of options out there. The key is to find one that you like, and then USE IT!

Implementation and follow-through are key. Not only in projects or interactions with customers, prospects and co-workers, but also in your own personal and professional development. You may be amazed to find where you can succeed.

If your assessment of the last 12 months leads you to discover delayed needs or things that have been put on hold, it's time to put things back in the schedule.

Cross Financial is here to help. In need of organizational planning for this year or next? We can help! Need to fine tune your employees' customer service skills? We can help with that too! Did you look back and realize a lot of things were left behind? It might seem overwhelming to get everything back on track. We would love to work with you to build momentum for continuous improvements. 2021 can be the year you do more than survive. Make it the year you thrive and succeed.

List the important development projects you should put back on your activities list. Consider making a team list for your workgroup and a personal list for yourself.

