

Winners and Losers

The five great motivational drivers we all have as small business owners to **win or lose** in what we do, relate to what I call the **Six SKATAAs**

The SKATAAs are: - Skills – Knowledge – Ability – Talents – Actions - Attitude.

Let me explain the drivers and their impact on what we achieve out of our life and business.

Skills in small business are the competencies and unique specialities learned and offer your customers. They differentiate you in what you offer, and in the terms of quality, quantity, money and time, as the best choice to buy.

Knowledge relates to the experience, education and expertise you have gathered over the years. Not only being a competent technician in a trade, craft, profession and industry, but also a *know-how* that's bristling with *business smarts*.

Ability is your level of competency; the mental capacity and cleverness in your work – to deliver more than what is expected. It is your natural tendency to do something successfully - and to do it well - under certain or specified conditions.

Talents are your propensity, your aptitude or natural gifts to something exceptionally well, especially some excellence that can be further developed; for instance, your ease in improving your designing, trade or special sporting skills.

Action is the opposite of procrastination. It is where you've defined your rules of engagement to setup, exploit, accomplish, clash, or change to gain a goal or purpose. It's doing a reality check, to then sort options and write an action plan. It's a system, an energetic campaign or involvement to gain a profit or bring excitement or pleasure.

Attitude is your point of view which relates to and is governed by how you think, look, feel and act. Be it conscious or unconscious, attitude is your positive or negative opinion, response or behaviour about something that impacts on you.

Of these six very important motivational drivers impacting your successes in life, relationships, career, sport and business, the one with the most impact is **Attitude**. It's what people mostly observe and judge you by – win, lose or draw

It is **this disposition** that governs your other five drivers of success, because once the emotional stance, as in being – arrogant – assertive – agreeable – passive is assumed, your positive and optimistic or negative and pessimistic emotions, thoughts and actions – the ones that govern and are governed by your mindset - take over to rule your efforts ... and impact outcomes.

And what I found in counselling many small business owners is that in spite of all their good intention, they will keep doing it tough. Their goals don't happen. And it's often found their **talk and temperament** is *"killing their cause."*

The way to make that change comes by working to improve the other five *drivers to success*. I also found, **until they made time to "drill down"** on their attitude, make necessary changes and plot the outcomes, **people stay stuck being a loser.**

So get busy, apply your **"Hour of Power"** once a day to improve your skills, knowledge, abilities, talents and actions. Then your uplift in attitude, (the big Kahuna) will happen, automatically.

Don't hang out with toxic negative people! You know who I mean. Some people like to complain; most of them blame somebody or something else for their predicament and are absolutely adverse to change! If they are happy with their lot, move away for they will drag you down or even worse; fight the changes you're making the whole way.

So to **stimulate your thoughts** about where you stand today ...between where you are and where you'd like to be... let me share with you a few truths in home spun homilies to ponder on...

Winners are part of the solution.

Losers are part of the problem.

Winners always have a strategy.

Losers always have an excuse.

Winners see answers in every problem.

Losers see problems in every answer.

Winners say "What can I add for a solution."

Losers say, "I am not getting much out it".

Winners say, "Let me give - show you how."

Losers say, "Tell nothing, take 'em nowhere"

Winners say, "It is difficult, but it's possible."

Losers say "It is possible, but too difficult."

Now, may I ask where have you positioned you and your business on the **SKATAA Continuum?**

Being in small business you've got a vehicle to work on. **So improve it** ... because your business is an extension of you. Work on your leadership, passion and know-how. Make it an enterprise that makes profit and the money, to give you the wealth, life style, the recognition and freedom worthy of your 6 SKATAAs. Make this year your time to get stuck into discovering and working with all the tools that **will make you a WINNER.**

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