

Don't Let the Negative Thoughts Get You Down

Overcoming Fears, Uncertainties and Doubts

Most people can afford to allow the minor setbacks of life to get the best of them. Not business owners. Business owners do not have the luxury of allowing even minor setbacks affect them or their business, much less to be paralyzed by them. If business owners allow their minor setbacks to affect them, it reverberates on a number of people, their families, subordinates, customers, and suppliers to name a few.

I have a saying; it is not what happens to you in life that is important, it is how you respond to things in life that is important. Many times business owners cannot share their fears, uncertainties and doubts.

Many people, even business owners, give in or give up. However, as a business owner, you can't afford to fall prey to this self-sabotaging behavior. Successful entrepreneurs must maintain positive thoughts, patience, and persistence.

One of the things that I have observed is that successful entrepreneurs take action, even under adversity. One of the worst things that business people can do is to let their Fears, Uncertainties, and Doubts (FUD's) get the best of them.

The most successful business owners, managers, and entrepreneurs see everything as valuable feedback, not failure. They set their goals, take action, assess outcomes, modify their approach to get better results, and take action once again. Successful entrepreneurs do not allow themselves to get "stuck" or blame others or the circumstances. They take full responsibility for their business and their results. They reflect on ways to improve and take action again.

Remember, "You become what you think." Are your thoughts and actions positive? Do you focus on your vision and goals? Your desire to help others? Or, are you focusing on fears, uncertainties, doubts, and setbacks.

When you encounter a setback, and you surely will, stop any "negative thinking" and use this simple process to learn from your feedback and improve:

Initial Reflection

- What were my expectations?
- Were they realistic?
- What were my actual outcomes?
- Do I take full responsibility for these outcomes?

Assessment: What Worked/What Didn't Work

- What part of the process worked? What outcomes were good?
- How do I feel about this positive feedback?
- What part of the process didn't work? What outcomes were bad?
- How do I feel about this unexpected feedback?

Positive Lessons

- What positive lessons can I learn from this experience/feedback?
- What didn't I do that I should have done?
- What did I do that I should not have done?
- What should I do differently next time?

Future Action Plan

- Do I take full responsibility to improve my performance?
- What are the concrete steps I need to take to improve my performance in this area?
- When do I get started again?

Again, do not let your fears, uncertainties, and doubts get the best of you.

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