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LET'S TALK ABOUT DESPERATION. DID YOU FEEL IT AT ALL AS WE PROGRESSED THROUGH TO THE END OF THE FISCAL YEAR? DO YOU FEEL IT AS YOU APPROACH MONTH END? DO YOU EVER FEEL IT IN YOUR PERSONAL LIFE? IF YOU'RE NORMAL, THE ANSWER WOULD BE 'YES', FROM TIME TO TIME. THE DEGREE THAT YOU FEEL IT AND THE IMPACT IT HAS ON YOU IS THE VARIABLE THAT I'D LIKE TO DISCUSS HERE. THE IMPLICATIONS AND REPERCUSSIONS OF DESPERATION EQUATE TO HOW YOU HANDLE STRESS. DESPERATION BY DEFINITION, CREATES ANXIETY, IT INVOLVES ANXIETY. ANXIETY IS ESSENTIAL WHEN DECISIONS HAVE TO BE MADE THAT ARE IMPORTANT. FLIGHT OR FIGHT MAYBE BUT WHEN YOUR DEFAULT OPTION IS ANXIETY, IT CAN LEAD TO DEPRESSION AND THAT ULTIMATE MOMENT WHEN THE STRAW DOES IN FACT, BREAK THE CAMEL'S BACK. I DON'T THINK WE NEED TO BE PSYCHO-ANALYSTS TO UNDERSTAND THE RELATIONSHIP BETWEEN THE CAUSE AND THE EFFECT OF DESPERATION. I DO THINK HOWEVER THAT IF WE UNDERSTAND THE CONNECTIONS BETWEEN CAUSE AND EFFECT, WE MIGHT BEGIN TO NOTICE OPTIONS FOR PREVENTION. WHENEVER YOU HAVE OPTIONS IN YOUR LIFE, YOU CAN'T BE TOO DESPERATE.

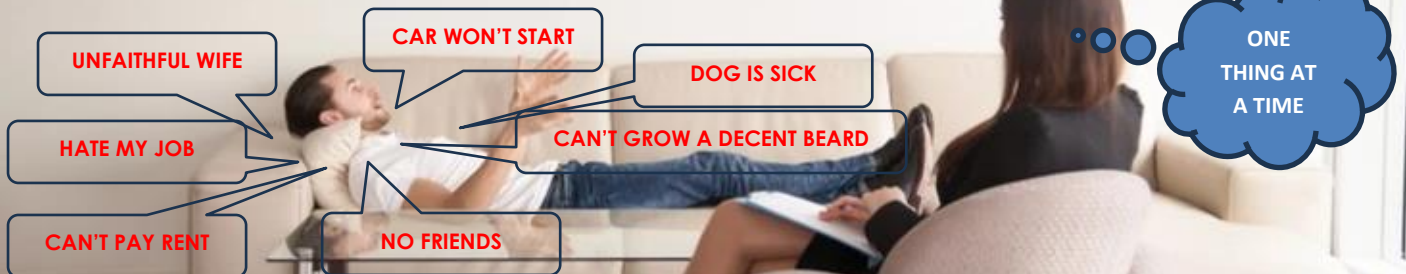
MY EXCELLENCE VEN & HOW DESPERATION AFFECTS IT

I'd like to reacquaint you with my 'excellence Ven diagram.' When the three major components are in harmony, the results will be excellent. You'll be excellent. The by-products of it are **experience** which a combo of will and skill ensures will be evolutionary rather than Groundhog Day. **Consistency** is necessary as conscience has to be and so does the acquisition of skill. **Awareness** allows your conscience to keep your will from making you a tyrant. Nothing will throw the harmony out like desperation and the component most effected is CONSCIENCE. Desperate people will say and do what non desperate people won't do. Standards therefore drop. Consider the following:



IT'S TRUE WHEN YOU'RE HIRING. EVEN THOUGH YOU'RE BETTER UNDER STAFFED THAN WRONGLY STAFFED, IF YOU'RE DESPERATE, YOU'LL PRIOTISE FILLING THE VACANCY RATHER THAN ASSESSING THE CHARACTER. SOME OF US KNOW IT'S EVEN TRUE IN DATING. WHAT WASN' T LOOKING GOOD AT 6PM LOOKS BETTER AT CLOSING TIME. IT'S TRUE WHEN YOU'RE HUNGRY. WHAT CONSTITUTES FOOD VARIES FROM THE WELL-NOURISHED GOURMET TO THE STARVING & HOMELESS. SO, WHAT TO DO?

COMPARTMENTALISATION



PRIORITISING AND CUMULATIVE EFFECT

The cumulative effect of problems can be devastating and "can't grow a decent beard" like our friend above can be an example of the straw that breaks the camel's back. Why did it come to that? Good question: Here's a few possibilities. Self-absorption, a lack of prioritising, emotional baggage, a lack of gratitude or respect, fear or laziness. In most of these examples, self-awareness is the answer. Let's face it - the therapist is merely doing what the patient can't do. Her intervention (in the above case) is merely compensating for his lack of awareness. Many things can intervene when self-awareness takes a hike. Gaol time, a near death experience or a warning letter from the boss can all serve to realign one's priorities. Let's wrap this up with some tips to lighten the load so the poor bloody camel can breathe. 1 page won't help your private life. Seek a professional



DESPERATION & ANXIETY AT WORK CAN BE ALLEVIATED THROUGH TIME MANAGEMENT AND GRATITUDE. I'LL FINISH WITH A FOCUS ON THEM.

PRIORITISING & GRATITUDE: Your priority at work should be offering a 'receipt' to the company for the money it spent on providing you with your opportunities. Focus on how many leads you convert rather than how close to target you get. This way, issues you can't control like the market, become secondary to your efficiency. Know what constitutes a lead and work on tightening the closing ratios rather than chasing more leads. A tighter process will strengthen your relationships where desperation will burn leads. Treat the month like a 4-quarter game of basketball. Each week end is a chance for you to intervene on the result. If needed, seek help at 1/4 time when it can be fixed rather than panic at 3/4 time. This is where gratitude plays a role. Gratitude keeps you humble and open to assistance. It cures cockiness. Your team mates and especially your boss (who has a vested interest in your success) will be more likely to be candid and go out of the way to help you. Nothing looks more desperate for example than a salesperson after 3/4 time thinking, "gotta do a deal!" Short cutting will kill the month and the collateral harm will show in the customer feedback. Create habits that encourage the collection of strategic data about your customers and if you need to speed up, slow down. The tortoise beat the hare!