

Do you have S.O.S?

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Are you a business butterfly? Do you get all giddy about the idea of something new? Do you have the attention span of a butterfly? If you do, you're going to have a hard time following through and making a business into a success. There are lots of people who have S.O.S. (Shiny Object Syndrome). These are the people who are always looking for something new, shiny, and fun. If you are such a person I say entrepreneurship is not for you.

Starting a business takes commitment, a very serious commitment. Have you ever watched someone who was really good at what they do, watching a golf pro playing a round of golf. Don't they make it look easy; you sit there and say to yourself, I can do that, nothing to it. Then when you go on the golf course you are excited because it's something new, then you become so frustrated because you just can't do it. The real problem is that you haven't given any thought to the fact, the reason it looks so easy for the pro is that they have had the experience and they have spent a lifetime perfecting that skill.

Our local score chapter consists of 15 counselors willing to share their lifetime of business experiences with the clients who come to us. Our counseling is confidential and free to all who seek help. I remember one such counseling experience; two ladies had a dream of opening an upscale restaurant. They both held the grand idea of what fun it would be to hostess. They would be the one who would greet and seat the crowds that would come. After they both shared their dreams with me, I turned to them and posed the question. "Which one of you, will be in the kitchen cooking the food?" They both slowly turned and looked at one another; their looks were priceless. Needless to say their dream did not include the work needed behind the scene, the discussion of starting their restaurant ended right there. Neither one of the ladies had thought beyond the S.O.S.

When you were in school did your parents or your teacher tell you that you could be or have anything that you want and you are only limited by your dreams. We Americans love that thought, we see it in the movies, we hear about it in our fairytales. If you wish for it, and you dream hard enough, it is possible. How many people do you know who are like that? There is a little riddle I read someplace that goes like this, "Two turtles sat on a log in the edge of the swamp. One decided to jump in. How many turtles are left sitting on the log?" Better guess again, there are still two turtles setting on the log. Deciding is not doing until you carry out, and act on it. All decisions are just plain old intentions. How about you, do you wish for something, maybe your own business? You are like that turtle, you fell into that wishing and hoping camp, and you probably don't have what it takes to start and run a business. Starting and running a successful business takes planning and plain old hard work.