

Being Stuck: & Getting Unstuck

by David J. St. Amand, Business Coach

dstamand@learningdirection.com



You work hard creating and growing your business.

When a delay shows up it affects everything. Once you get "stuck", continued growth and change are likely to be affected in many other areas as well.

Things to do:

Look ahead – far ahead

Look to where you want to be in 1 or 2 or even 5 years from now. Give up staring at immediate goals. When you look far, the intermediate stuff will pretty well look after itself.

Along with getting unstuck, your reward will be less stress, greater calm, less worry and more production.

Get a bigger goal

You are bored; feel sluggish, under motivated or even unmotivated. Everything is a drag. Nothing is happening.

Re-jig your business; create a new product or service; network for new customers; try a new marketing strategy.

Bite off smaller chunks

If your goal seems too large, you feel overwhelmed, you cannot see the finish line, and you feel you will never get there.

One answer is to reduce your expectations.

A better one is to take what you are doing, update it if necessary and break it into smaller more do-able chunks.

Give yourself a small reward each time you finish something.



Before long you notice progress - slowly but surely. Your old vitality is returning. You are making your thinking more positive.

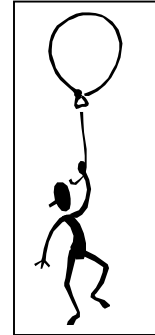
Make the goals yours

Are you giving lip service to the goal? Is it really yours – or does it belong to an investor, your partner, a consultant – or anyone other than you.

Chances are you became an entrepreneur because you like working on your goals, not some one else's. Has your business turned into a job? Is the goal a 'should do' rather than a 'want to do'? Can you diffuse outside pressures?

If your answer is yes,

- Re-formulate your goal or goals (often this requires help) or
- Make them your own by changing them radically, or
- Do exactly the opposite of what you were doing to reach the goal before or
- Do things very differently.



'Stuckness' is not natural. Sometimes when you take radical action to unstick yourself your motivation will reappear.

Lose the fear

Every now and then we are stuck because we are scared of changing, of being successful and yes, of failing.

At other times the work gets exciting, takes on a life of its own and you get stuck in the process fearing you can no longer cope.

But remember:

- We live in a world of rapidly cycling change. The new item is often obsolete even before it reaches the showroom shelf,
- Success is stressful, and
- Treated with respect, failure is almost always a powerful learning experience.

Treat the fear with a dose of perspective. Keep the long-term objective in view, network and laugh a little.

Network, network, network ...

Let's face it, working in your small business is often stressful, complex and lonely. Even setting goals is more complicated now. To keep going and to make 'the right moves', we need several kinds of support. There are times for financial, personal, marketing and legal supports. Family, friends, networks and performance supports provide perspective, wisdom and often stimulate creative processes.



Take a break

How long has it been since you took a genuine break? Do you remember? Occasionally being stuck really means you are tired and in need of some re-creation.

Returning refreshed after a short vacation you will notice how your perspective changes and how well your work flows.

Conclusion

In this period of instant communications, space shuttles and short product life cycles, we believe that there is a short cut to everything. The lesson to learn is that it took time to become stuck and while difficult, it will take hard work and effort to free yourself for production and creativity. Yet in the long run, it is the easiest and the most rewarding.

Being stuck and perseverance cannot survive together.