
WHAT'S IMPORTANT | Volume III, Issue 4 | October 17, 2007

"What's Important" is a universal concern. The phrase resonates with an infinite number of meanings. What's important is both a question and an answer, depending on the situation.

"If you always do what you have always done then you will always get what you have always got."

Simple enough, yet how many of us, realize that routines and a business as usual attitude are a major road block to finding permanent solutions to recurring problems. Living in a comfort zone of formulaic thinking and what we mistakenly refer to as; "tried and true methods" can lead to the uncomfortable results of spending expensive hours dealing the same recurring situations, achieving the same unspectacular outcome.

Access to knowledge is increasing at a break-neck pace, technology provides business with unbelievable opportunities, and doing business on a truly global scale is within everyone's reach. With these advances how is it that we face the same recurring problems, getting bogged down in the same circumstances leading to the same unspectacular results?

Perhaps a clue can be found in exploring the root of the word circumstance. The World English Dictionary states that the prefix "circum" is derived from the Latin word circus, meaning "ring or circle", and "stance" means "the way a person stands." Resolution of many of those recurring problems could be found by stepping outside of circumstance and trying a different approach. None of us has time to run around in circles and yet many of us are running laps without even knowing it?

Many businesses today suffer from inefficiency because of the time spent on recurring problems, many of us as leaders do the same thing. It's easy to get caught up in constantly reacting the same way to a circumstance every time it circles around again. But wouldn't it be more productive to take a proactive approach, to look at what has not worked and try something new? Every day brings a new challenge, a new situation that needs immediate attention. None of us has enough time to deal with all the "circumstances" we have set in motion by throwing the same tired answers at them each time they come around the track.

English Earl Benjamin Disraeli once stated. "Man is not the creature of circumstances. Circumstances are the creatures of man." If extraordinary results are the goal then it becomes imperative that we learn to throw out what hasn't worked and find creative solutions to situations so that they do not become circumstances that we deal with repeatedly.

What's important is when you do something different than you did before, you have a chance to get a better result than you did before.

Email me at chuck@durakis.com to share your thoughts.

Thanks,

Chuck