



Marketing Tip of the Month

The 'Secret' is Action

Our downswing wake-up call.

Nothing happens until something moves. A Einstein

"We are what we repeatedly do." Aristotle

"Follow effective action with quiet reflection. From the quiet reflection will come even more effective action." Peter F. Drucker, (1909-2005)

Genius is 1% inspiration and 99% perspiration." Thomas Edison (1847-1931)

"You cannot keep determined people from success. If you place stumbling blocks in their way, they will use them for stepping-stones and climb to new heights." Mary Kay Ash (1918-2001) Saleswoman and entrepreneur

"Action springs not from thought, but from a readiness for responsibility." Dietrich Bonhoeffer (1906-1945) German theologian

"Success is liking yourself, liking what you do, and liking how you do it." Maya Angelou (1928 -) American poet

Visualisation is just half the 'secret'. What the book & DVD called 'The Secret' did not emphasize is just how much *hard work, determination and guts* are required to achieve your organisation's goals. And if sloth is one of the seven deadly sins, then the unintentional addiction of the masses just could be to find a shortcut – just 'think and grow rich' tactics.

In theory, it's true that our feelings and thoughts precede our actions, but statistically, we just seem to not *act* enough. There's truly a problem in practice.

First Feelings & Thoughts - get the strategy right:

Peter Drucker, author of 39 management books puts it nicely - **"Management by objectives works if you first think through your objectives. 90% of the time you haven't. Almost all of our problems stem from action without thought."** Peter Drucker

In practice, let's see how Managers & CEOs destroy firms:

A study of 275 managers ("Measures That Matter", Ernst & Young, Boston, 1998, p.9) cited that a **firm's ability to execute strategy was far more important than the firm's strategic plan**. Even more concerning was the Fortune cover story by R. Charan & G. Colvin, "Why CEO's Fail," (*Fortune*, 21 June 1999), where CEO's mistakenly believed that their failure was due to bad strategy, but in reality the authors estimated that **70% of the CEO's just did not implement the strategy**. Walter Kiechel in his *Fortune* article "Corporate Strategists under Fire," estimated that **less than 10% of strategies were effectively implemented**.

Solution:

There seems to be an action-gap between stimulus (our thoughts) and response (our actions) – perhaps we don't know how to act thus are *too hesitant* to act.

- Find courage: research the problem and hire experience. You need a readiness for your actions. Ideally your readiness must be grounded in reality not just pure optimism. Work on your self-confidence, as you will then view problems as healthy opportunities. Persevere.
- Don't forget *action generates inspiration*. So just do it. Take a giant leap and learn to fly. Failure is only feedback.

"**Leadership** is practiced not so much in words as in **attitude and action**." Harold S. Geneen (1910-1997) former CEO, International Telephone & Telegraph

"Effective leadership is not about making speeches or being liked; leadership is defined **by results not attributes**." -Peter Drucker (1909 – 2005)

"Nothing happens **until** something **moves**." Albert Einstein

"If you're going through hell, **keep going**" - W Churchill

"We have a 'strategic' plan. It's called **doing things**." Herb Kelleher, founder, Southwest Airlines

"**Energy and persistence conquer all things**." Benjamin Franklin (1706 - 1790)

"**To fight fear, act. To increase fear – wait**." David J Schwartz

"The only time you will find **Success** before **Work** is in the dictionary."

Top Action Quotes

Hard Work

1: activity in which one exerts strength or faculties **to do or perform something**:

a: sustained **physical** or **mental effort** to overcome obstacles and **achieve an objective or result**. Merriam-Webster Dictionary

"**Sloth**, not vision, is one of the seven **deadly sins**, thus, after all is said and done, focused **action would have** counts the most." Markitects

You can either **take action** or you can hang back and hope for a miracle. Miracles are great, but they are so unpredictable." Peter Drucker

"If you **rest**, you **rust**." Helen Hayes (1900–1993) American actress

"Don't gamble on the future, **act now**, without delay." Simone de Beauvoir (1908-1986) French philosopher and author

"What saves a man is to **take a step**. Then another step." Antoine de Saint Exupery (1900–1944) French aviator and writer

"Lazy hands make a man poor, but diligent hands bring **wealth**." Proverbs 10:4

"Faith **without works is dead**." James 2:14 - 26

"Hope is **not** a plan." Oprah Winfrey

"Great labor **overcomes everything**." Roman proverb

"The only thing that separates successful people from the ones who aren't is the **willingness to work** very very hard." Helen Gurley Brown (1922 –) Former editor-in-chief of Cosmopolitan Magazine

"Even if you're on the right track, **you'll get run over** if you just sit there." Will Rogers (1879-1935) American humorist

"**Opportunity** is missed by most people, because it is dressed in overalls and looks like work." Thomas Edison (1847-1931)



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