

# Why do we Procrastinate?

Why Marketing & Sales Managers don't implement?



## TIP OF THE MONTH

*"Nothing is as fatiguing as the eternal hanging on of an uncompleted task."*

William James

*"Sooner or later you're going to realise, just as I did, there's a difference between knowing the path and walking the path."*

Morpheus (in the Matrix movie)

*"Opportunity is missed by most people, because it is dressed in overalls and looks like work."* Thomas Edison (1847-1931)  
inventor and salesman who often worked more than 40 hours straight.

*"People are much more likely to act their way into a new way of thinking than to think their way into a new way of acting."*

Richard Tanner Pascale and Jerry Sternin

## Why do just 10% of plans get implemented?

### The Top-9 Implementation Tips (As researched by Ian Rheeder)

**Procrastination** may feel comfortable in the beginning, but looking back at all the lost opportunities can be the most painful experience in life. Let us look at why so many leaders, managers and entrepreneurs never get around to implementing their strategy:

Thoughts x Emotions x Beliefs = Attitude = Action



1. **Lack of motivation:** The journey is not do-able because there is no compelling vision, no obvious reward, and no fuel or spark for persistent action. Followers will say, "Life is already too busy to tend to a lukewarm plan." The above diagram reminds us how to get followers to act.
2. **Decision rights, information flow, and lack of responsibility:** key people do not know which actions and decisions they are *responsible* for.
3. **Strategy, planning and implementation are separate projects:** Coming up with a plan is the easy part, implementing it requires the right attitude.
4. **Unrealistic reliance on past qualifications:** "While the doctor reflects the patient dies." Italian Proverb
5. **Lack of skills or ability to accomplish tasks:**
6. **Politics and teamwork:** Alone in an organisation, it is nearly impossible to be successful without the *support* of other individuals.
7. **Sub-standard research capabilities:** Managers often relegate the researching of the "what" and "how" to subordinates.
8. **Misconceptions of corporate position:** The executive has no idea how important it is to lead by example. Somehow, they feel, and hope, that everyone else will lead and manage the organisation.
9. **The comfort zone:** Why risk failure by sticking their neck out?