

DTD Episode 98 Show Notes

Just Get On With It!

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When I work with clients they are often in the midst of change. Whether they started to transform before our work or it comes out of some new found awareness through the work I find myself helping them maneuver through transitions big or small.

At some point during the process I usually find myself saying, Just Get on With it!

You see, we humans are change avoidant. That lizard part of our brain experiences fear from the thought of anything new and it says – Stop! Danger!

It is our nature to go into tuck and cover. Maintain status quo. Keep safe.

So, transformation can be difficult and my get in action clients like to feel like they are making progress so they begin to research. They read, they web surf, they talk to people, they make a plan, they get feedback on the plan, they think about the plan, they tweak the plan, they do a bit more research, they find another book, they order it from Amazon. They wait for it and then dive in. They put together some numbers, they shuffle them around. They look at all the possibilities and visualize the change from different angles, they talk to a few experts, they speak to a few friends, they journal.

Then they do a bit more research and consider a couple different angles.

It's at this point I have to stop them and say – The Research portion of this transformation can no longer be considered action.

Just Get on With it!

You've heard the term analysis paralysis. Some are plagued with it for even the smallest task. Others get stuck only when it's a big transformation.

Does change require research and knowledge?

Absolutely!

But at a certain point you can learn nothing more about the change unless you make it!

Years ago I was helping to launch a new program. We had done the research, put educated guesses together about how we should launch. Many on the team thought we should wait 6 more months or a year before launch.

I asked the question, "What more can we learn without actually doing what we plan?"

"Many of our questions can not be answered without actually doing."

We'll gain new knowledge as we go. We'll never launch perfectly. We can always tweak after the fact. Let's just go!



And we did! And it was great! Did we make some changes after the fact? Yep!
But there was nothing more to be learned by sitting in a room taking guesses about the unknown.

So, where are you stuck in analysis paralysis?

Where have you gathered a satisfactory amount of information?

Where must you begin to act to get the rest of your questions answered about what it will be like?
How will it go? Will this work?

Today, where will you stop researching and take at least one actual action towards your goal or transformation?

It will feel great!

If it's not perfect, and it won't be, you'll adjust.

Just Get On With It!

If you need help contact me!

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