

Ignorance Is Bliss Until It Is NOT –

By Andy Springer, Business Consultant and Coach

In last week's article, I recommended ignorance as a strategy. Ignoring and blocking negative influences; the news, the weather, the market, and even some familiar voices, both past and present, can bring great advantage to you in your business.

Nothing against the weatherman, but as I shared, He was not helpful. As a matter of fact, none of my business growth can be attributed to the advice given by the weatherman, nor to news outlets, the markets of 2009-2012 and especially the voices that seem to get louder the harder I tried.

As you might imagine, ignorance alone is not enough. The successful entrepreneurs and business owners with whom I have the privilege to work never lose sight of certain success components. If you find yourself stuck regarding these factors, reach out to your business coach or consultant. This investment of your time and money will be well worth it.

My most profitable clients shepherd their vision, mission, goals and strategies. They are very aware of the parts of business that have the potential to erode their achievements or to expand their influences. They honor their calendars, work their marketing and sales processes, and they emphasize the right numbers.

Their common practices include the taking of time every day to read their vision and mission out loud and for reviewing their goals and strategies, while reminding themselves of why they do what they do. Scheduling a planning time at the beginning or end of each week is their unbreakable habit. Efforts to consistently market and sell, combined with strict attention paid to the number of customers retained and the lifetime value of each lend to the recipe for their success.

Your ability to cultivate a robust business may have more to do with your "ignorance strategy" than you are willing to admit, but ignorance is only bliss, until it is not.