

Sabotage! Article #2

Someone needs to tell your story

"Tick, tick, tick, tick" persisted the left turn signal. At a mile a minute, the wipers whipped back and forth across my car windshield. Fine-tuned to the local rock station, the radio was cranked to the highest possible volume. As if that were not enough, the temperature of the air conditioner was set at the coolest settings and readied to blow at maximum speed. The vents were strategically placed so that my face would experience a "Jack Frost nipping at your nose" moment that was guaranteed to freeze the Saboteur's victim.

Inserting the car key and turning the ignition switch resulted in so much more than one could have anticipated. Icy cold air seemed to carve caverns in my cheeks as it dragged its steely ice picks across my unexpecting skin. Amplified, distorted blasts of rock guitars and drums accompanied by a screaming vocalist pierced my inner ears as if to drill a hole from one side to the other, ricocheting and bouncing in my head while on route to the other side. The wipers continued in rapid pace as if they would fly off the car, cutting the airwaves with this annoy dragging sound across the dry glass as they flapped out of control like a fish on the dock, fresh out of water.

Once I was able to get my wits, I began to turn things off. Off went the radio. Off went the air conditioner. Off went the wipers. Things were returning to a sense of order. A welcomed calm, a silence was again present, except for that annoying tick, tick, ticking. "What is causing that?" Where is that pesky sound coming from?" Ah-ha the blinker, off went the blinker.

Sensory overload! Yes!

I was horrified, dazed and confused. I was immobilized, paralyzed and incapacitated. My "Eddie Haskell-like", so called friends had done it. They pulled together the most horrific, yet memorable prank ever.

I was Sabotaged!

Can I be honest with you? Far too many business owners and entrepreneurs are successfully pulling off some horrific pranks on themselves and their organizations. Consciously or subconsciously, they are falling into these self-laid traps.

In my experience, these traps come in different shapes and sizes, resulting in numerous excuses and a reduced amount of achievement. Some of these traps are buried in plain sight, and some are not so easily detected, yet all can be and have been attributed to wrong thinking, bad planning and the weather.

Overcoming a successful sabotage, carried out by yourself or someone else, requires immediate and specific action.

Let's go to work.

In last week's article, I offered a "social distance" list for avoiding potential sabotage. That list of 12 began with "suppressing your story". Why you do what you do, how you got into your

business, where you've been in your business, what you hope people gain from your business and all the stories that prove you are succeeding must be told.

Telling your story is Marketing 101. Two rules in marketing - #1 Never stop marketing. #2 There is always a story to be told! Starting with your story is your first, best step toward overcoming and avoiding potential sabotage.

I recently dedicated an entire Saturday to help a dozen students in our community with their first official fundraiser of this year. After organizing it, promoting it and seeing it all the way through to the end of the day, I thought it was complete, successful and in my rearview mirror. Then one of my close friends in the community wrote me, "I gotta share a story..." and then made my day with a personal story and how that fundraiser became a wonderful addition to an unfolding story.

In answer to how he kept his illustrations fresh and vibrant, one of my public speaking mentors shared, "I wake up every day striving to live my life as a story." He went on to further explain that he purposeful captures bits and pieces of his life's story as he goes through his day.

Since learning this valuable trick, I have accumulated many notebooks in which I have captured stories. These captured stories have served to encourage me from time to time and some have made their way it to a public forum while others remain for future use, maybe.

Let me encourage to start capturing your story. Carry a notebook and pen, text yourself or type into your laptop. However, you choose to capture your story is fine. Once captured refine it, practice it and plan for its release but never suppress it again.

You will soon discover how powerful this one tool will be. I have seen obstacles removed, hurts healed, and relationships enhanced as I personally have learned to share my life and story with others. Start living that life of yours as a story and make sure it gets told.

As you seek to make sense of this Monday, ask yourself, where might I be suppressing my story? what parts of my story might I be suppressing? who needs to hear my story? where? and when?

Remember - There is always a story to be told, then go tell it.

For other "social distancing" ideas, go to <https://www.rohnertparkchamber.org/chamber-news> and scroll down to are titled, Andy Springer, Business Consultant & Coach, Making Sense of Mondays Series – Sabotage #1.

As always, I am here to help. Andy Springer, Business Consultant and Coach.

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