



Ray Edwards Show, Episode 289

Five Reasons You Don't Get Things Done

Ray Edwards: *Ray Edward Show* episode 289. Five reasons you don't get things done and how to change.

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Automated voice: It's the *Ray Edwards Show*. This is the podcast for Prosperity With Purpose.

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Intro: Let's change the world and watch your business grow. Welcome to the *Ray Edwards Show. The Ray Edwards Show.*

Ray: Let's just say you are an entrepreneur or you want to be, you are a stay-at-home parent, you run a ministry or an organization and you just want to be more productive. Let's just say that you have a list of things you'd like to get done and you don't seem to get to them.

Sean Edwards: Okay.

Ray: Do you think that's something people can relate to?

Sean: Oh no, I think most people are just--

Ray: They just write down what they want to do.

Sean: They're just productivity geniuses.

Ray: They make their to-do list and they knock it off. Every day they get everything done. They finish every day saying, "I have done everything today I intended to do."

Sean: Yes, everyone's like that.

Ray: Wait a minute, that's not the way everybody is. That is not how everybody is. I know that-- I think all of us share this to some extent and that is we have these things on our to-do lists that just don't get done. Whether it's--

Sean: Staring at you saying, "You're a failure. You're not worthy. You're a bad doer. You're worthless." [laughs] I was going to say a bad entrepreneur, but I realized this was broader than that.

Ray: You're a fake. You're a terrible human being.



Sean: If only people knew the real you.

Ray: Yes, stop that.

Sean: Stop it.

Ray: That's not the problem, but these are the things that run through our head. Maybe not even consciously, but subconsciously there's some of those feelings in the undercurrent of not being able to be as productive as we want-- of not being able to get things done. My belief is we all aspire to this perfect state of productivity. I think there's two major strategic problems and then there are five things that are holding you back from getting things done.

The major strategic problem number one is you are really bad at estimating what is possible for you to do.

Sean: Yes. [laughs]

Ray: Then the second major strategic problem is you're really bad at figuring out how long it's going to take you to actually do it.

Sean: Yes.

Ray: We're going to cover how to figure those things out and how to deal with the five reasons you don't get things done, later in this episode.

Automated voice: Does anyone want to live a life that is long and prosperous? Spiritual foundations.

Ray: I thought that the scripture for today's spiritual foundations is appropriate to our topic. It comes from the Gospel of Matthew chapter 25 verse 29 and Jesus is speaking here. He says, "To those who use well what they are given, even more will be given and they will have an abundance, but from those who do nothing even what little they have will be taken away."

Man, that doesn't sound like gentle Jesus.

Sean: That doesn't sound like socialist Jesus either.

Ray: Why do you suppose that is?

Sean: I don't know.

Ray: This comes from the parable of the talents.

Sean: Yes, a very famous parable.

Ray: Which has been interpreted and misinterpreted in many different ways.



Sean: Yes, I like to spiritualize it.

Ray: Now, not going to tell you the whole story. Just for those of you who may not be familiar with the talents, first of all, the talents is not about your giftings or you're a good artist or good musician. A talent was money.

Sean: Yes, it was a form of payment.

Ray: Think of it as the talent of the dollars.

Sean: Right.

Ray: In the story the master gave the servants different amounts of dollars to care for while he was gone and then he came back after a time to see how they had done. The one who had been given the most, had the biggest return.

Sean: Right. He had invested it and doubled his return.

Ray: The one who has given the least had been very timid and hidden the stuff-- buried it in the ground basically, and said, "I know you're a harsh master and I knew you'd be mad if I lost your money, so here it is." I believe what Jesus said was, "You wicked servant."

Sean: Yes, he says, "By your own mouth you knew that I was expecting you to-- "

Ray: He took the money from that person and--

Sean: The poorest one.

Ray: - Gave it to the richest one.

Sean: The richest one.

Ray: Then Jesus said, "To those who use well what they're given even more will be given and they will have an abundance, but those who do nothing from them even what little they have will be taken away."

Sean: I just want to step in here and say so many people have a tendency to spiritualize this passage and many others. They'll say, "Well-- "

Ray: Now explain what you mean when you say spiritualizing.

Sean: Yes. To say, "Well, it doesn't mean even though the parable, even though the story is about money, Jesus isn't really-- His point isn't about money. It's about spiritual items and the kingdom. About salvation and cancer-- so God gives people cancer.

Ray: To teach them a lesson.



Sean: To teach them a lesson because--

Ray: They should steward that cancer well.

Sean: If you, as my parent broke my legs as a kid to teach me how to overcome it, that would have been cool, right?

Ray: No, I think that would have gotten me locked up.

Sean: Oh, but it's okay if God does it?

Ray: Well, He's God. He's sovereign.

Sean: The problem is they spiritualize. Then they say it's about salvation. It's about these sorts of things, but it's not actually about money.

Ray: You're saying, when they say that, what they're actually saying is, "This doesn't really apply to money. It only applies to spiritual things."

Sean: Two kinds of people will say that-- Hey, I'm going to get to the error in that logic in a moment-- Two kinds of people say that. Usually, they're trying to ward off and defend a position because they can tell that this story is already encroaching on one of two areas. One is, the poor and sick gospel. Which is that Christians are supposed to be poor and sick, and that that's what God wants for us.

Ray: Nobody believes that.

[laughter]

Ray: Do they?

Sean: Money is bad, to pray for healing is to defy God's will.

Ray: Just as an aside.

Sean: Yes, as an aside. [laughs]

Ray: The people who say this are usually the ones who get upset with me. They'll say, "You're teaching the health and wellness-- the wealth and--"

Sean: Prosperity Gospel.

Ray: "- The prosperity Gospel." Well, yes.

Sean: I mean--

Ray: I don't believe the good news that Jesus brought was sickness and poverty.

Sean: Right. We're not saying that your spirituality automatically gets you riches.

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Ray: No, no. Here's what I was going to say. Problem is, when people say, "Well, this sickness is from God. My position in life is from God." Then my thought is, "Well, why go to the doctor?"

Sean: Yes, right.

Ray: Why try to get a better job? If you don't believe in prosperity, why do you want a better paycheck?

Sean: The first kind of person who will say, "Well, this passage is being spiritualized" is the one who's trying to defend their poor and sick theology because this one smacks in the face of that and says, "Oh, no. Look, it's actually good to invest and build wealth."

The second group that will say, "Oh, no. This is spiritual, doesn't actually have to do with money" are the socialist, politically left-wing Christians who believe that Christians and Christianity are supposed to be socialists.

Ray: What they want Jesus to have said was, "Those who have much, it will be taken away from them and given to those who have little."

Sean: Yes, that's exactly what they want it to say because that is the philosophy of altruism and socialism.

Ray: That's not what Jesus said.

Sean: No. It's interesting [unintelligible 00:08:03] because he does say that to other people at other times. It's crazy that Jesus would be so complicated that you couldn't distill his philosophy down into one or two sentences.

Ray: You're saying in other words that at times, he was speaking to a specific person who had a specific issue--

Sean: He had a specific point to that person.

Ray: That would only be applicable to you if you had the same problem that person had.

Sean: Yes.

Ray: Wow, you're blowing my mind, dude.

Sean: Okay, but here's the real issue. Here's real logical error that both of these two types of people make. They assume that the analogy can be not true, but the truth that the analogy is trying to portray is true. That doesn't make any sense. If this principle doesn't work for money, then you can't build any higher truth on top of it.

Ray: It doesn't work for anything else.



Sean: No, it has to be true for the analogy. Otherwise, the higher, more principled "spiritual truth" that you're trying to extract from it wouldn't be true either. Even though you could say that there are higher truths in this passage about "Much will be given to those who do much and taken away from those who do little." It can have a spiritual implication which honestly, I think is a little scarier. [laughs]

Ray: Yes.

Sean: If that's to be true, then the principle upon which it's built must also be true. This has to be true for money.

Ray: In order for it to be true for anything else.

Sean: Yes.

Ray: You know the theology podcast I was talking about doing?

Sean: Yes. [laughs]

Ray: I don't think we need to do it.

Sean: [laughs]

Ray: We'll just do it here.

Sean: [laughs] Back to productivity--

Ray: That is powerful. Well, it applies to productivity because what is wealth if not productivity.

Sean: Right, yes.

Ray: You're producing value and other people are rewarding you with certificates of appreciation called money.

Sean: Yes. I just want to talk to the other side of what I was trying to say. This again is a principle. Jesus was trying to tell a story to communicate a principle which is generally true, but not always true. There can be circumstances where he would not employ the principle here.

Ray: Sometimes he was actually talking about the thing.

Sean: There could be times even in your life where you've done a lot and you've taken what God's given you both spiritually and materially. You've invested it and you've doubled it, tripled it, quadrupled it, whatever. God may ask you for whatever reason to get rid of all of it and that's a unique scenario, unique institution. I'm just saying because I was saying earlier, you can't apply one thing broadly to every situation.



Ray: What you've got to do in that situation is determine, is God telling me to do that or is that somebody trying to manipulate me with spiritual voodoo?

Sean: Right, because God can, he can do that, he will do that to some people. I just wanted to speak to other side, so people didn't think that I was saying that God will never ask you to give up your money.

Ray: Now you realize Sean, that no matter how carefully we qualify what we say, there are going to be people who are going to write crazy things about us on the internet.

Sean: Yes, that's fine. For the people who weren't crazy, that were made possibly generally genuinely confused, I just wanted to put that clarification out there.

Ray: Good job.

Automated voice: Now simple hacks that make life cheaper, easier and faster. Rays tip of the week.

Ray: Since we're talking about money this week, I have a tip of the week that has to do with your money. Imagine if you will that you have this problem, you have a bunch of charges on your debit card every month and some of them you don't know what they are.

Some of them you haven't looked at in so long, that when you finally do look at them you realize, I've been paying \$15 a month for hulu for a year now and I don't think I've watched it once in the last year.

Sean: Wow, I use my hulu.

Ray: I don't. I don't use yours nor did I use mine.

Sean: Right. Well I'm glad you're not using mine.

Ray: Me too, because it would be wrong. It would be stealing.

Sean: It would throw off my suggested.

Ray: Well they have profiles now just like Netflix does.

Sean: That's true. Yes.

Ray: The point of what I'm talking about is, if you're anything like me, you probably need to review your recurring charges on your debit card more often than you do. Maybe that's just me. Maybe I'm the only one who has this problem. Here's a great way to do it, just call in and request a new debit card. Cancel the old one and get a new one. Now the way I've learned this is, we had two debit cards compromised within the last week.



When you're looking through the charges and you say to yourself, "Gee I don't remember spending a hundred and fifteen dollars at an Ecig store online.

Sean: You didn't?

Ray: No.

Sean: Where do you get all those Ecigs?

[laughter]

Ray: Down the street. I don't ever remember signing up for a service called ArenaNet.

Sean: ArenaNet?

Ray: ArenaNet. I was a little scared to Google that one. I didn't know--

Sean: Is it a net you take to the arena? Are you-- ?

Ray: It's apparently-- it's an online gaming thing. Arena-Net.

Sean: Got you.

Ray: I did not sign up for it.

Sean: No?

Ray: I called JP Morgan Chase, and they said in an Indian accent that was very hard for me to understand. "We will need to shut down that card, because you've been defrauded." This happened twice in the last seven days. What happens when you shut down a debit card to which many things are charged, you start getting emails overtime from companies that you do business with saying, "Hey you need to pay your bill."

Sean: We miss your money.

Ray: Your card was declined, maybe you should fill in your new card information. This forces you to evaluate every purchase that is on a recurring basis. The good news is you don't

even have to go looking for it.

Sean: Yes. It's what I was going to say. You don't have to go looking, it comes to you.

Ray: Yes. It's a beautiful thing. Reset your recurring charges by cancelling your debit cards, at least once a year. The banking industry now loves me.



Sean: Just like a colonoscopy.

Ray: Once a year?

Sean: No, you're right.

Automated voice: Now our feature presentation.

Ray: Okay, five reasons you don't get things done and how to change. Now the two strategic errors that I mentioned were first of all, not being good at estimating what you can actually

do. This takes on a couple different forms, one is--

Sean: Forms?

Ray: Not being able to--

Sean: Are we going to contemplate Plato's forms?

Ray: No we are not.

Sean: [laughs]

Ray: You know, what if the podcast studio were a place of silent contemplation.

Sean: [laughs] I don't think we'd have very many listeners.

Ray: That's true.

Sean: Would iTunes even publish a 45-minute empty file?

Ray: You could call it a meditation. Just listen to me as I meditate.

Sean: Just join in. I promise, I'm meditating.

Ray: I did not turn off the mic and go to the coffee shop.

Sean: Right, yes. [laughs]

Ray: Not knowing what you are able to do is either you are believing that you can do something without having thought through it and/or proven to yourself that you're capable of doing it. I said it was two strategic errors, but it's really just one. Mis-estimating the amount of time it will take you to do it. Saying I'm going to write a book in a week, it is possible, but it's not probable.

Setting that aside, let's say that you've done a good job of estimating what you are able to do and the time in which you're able to do it. What are the five reasons that you don't get things done? Most people would agree, there's plenty of stuff on my list



that I know I can do that I just don't do it. I believe there are five reasons. We'll start with the most primary reason, the one you need to think about first.

You don't know why this thing needs to be done.

Sean: Very important.

Ray: You should start with why.

Sean: Yes.

Ray: To quote Simon Sinek--

?Simon Sinek: So many useless projects or tasks or whatever would be avoided or shortcut or made simpler--

Ray: If somebody just asked the question--

?Simon: Why are you doing this? What purpose are you trying to accomplish?

Ray: Now, I'll tell you a little story from my radio days. I have a good friend who was our consultant for many years at our radio company, Bob Glasgow. Shout out to you, Bob. Bob became a mentor to me after I got over being ticked off at him for being in my life. Well, because I felt like he was hired to tell me how to do my job, but really, he was hired to remind me how to do my job.

Sean: Oh.

Ray: One of the greatest things that I relied on Bob to do was we would get-- He would come in for a market visit. All the program directors, we would all gather around the conference room table, talk about our elaborate plans, schemes, promotions and format changes. Bob would sit quietly and about 45 minutes or an hour into the discussion, when there first came-- the first natural break when people started to need to go to the bathroom.

Bob would say, "Just before we break, let's just take a moment and take a step back and ask why are we doing this?" Everybody in the room would be like, "Whoa.

Sean: Whoa. It's a heavy revie.

Ray: It's the ultimate consulting question. Why are we-- What are we trying to accomplish with this project? How about you start with why? Many times you'll reach the conclusion, "I

don't really need to do this."

Sean: Yes. An example of that is, we were looking at our Facebook-- I was looking at our Facebook Ads strategy a few months back months back. I had done a similar thing of just looked at all of the crazy analytics and things that you can use and

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target. The different kinds of ads, the lead ads, the conversion ads, the custom. I would--

Ray: it's a geekfest.

Sean: I was totally geeking out on all of the integrations and how you can track people and you can retarget people if they go to this page, but not that page. Then I asked, "Why am I doing all this? What purpose am I trying to accomplish?" What I'm trying to accomplish, I'm trying to engage people with better marketing strategies. What's the best way to accomplish that? Why am I doing all these little nerdy things?

What if that's not necessary? I did an experiment, threw up a ad to an anchor post that you had written. That started working like gangbusters. All that other work was not really necessary.

Ray: To use an over tired analogy, you can get caught up in rearranging the deck chairs on the Titanic, but ultimately it doesn't matter.

Sean: [laughs] It's morbid.

Ray: Well, life is morbid. It has a one hundred percent mortality rate.

Sean: Yes. As Al Swearengen said, "No one makes it out alive."

Ray: Wants me to tell him something pretty.

Sean: God. [laughs]

Ray: Reason number two. You don't get things done. You don't know what needs to be done. Sometimes we go rushing in with a lot of busyness and activity and there are-- We know the group of things that needs to be done, but we don't know the next logical step because we haven't taken time to it through.

Sean: Yes.

Ray: We just decide to do something that we think is a task, but it's really a project.

Sean: Right and a great example of that is we do webinars-- like doing webinars. They're fun and we'll quite often-- we'll be like, "We should a webinar on that. Yes, okay. When are we going to do that? All right, let's do it-- let's do it Thursday or whatever."

That's like three days away in this example. It's like, "Great. All right. Well, that will be easy and we forget. Well, we used to forget, now I remember."

Ray: Describe what that means when we say we're going to do a webinar because it's not a thing we're doing.



Sean: [laughs] It's not a thing we are doing. Anyway we have to set the webinar up and go to a webinar. Which means we have to pick a time and a title and all that sort of fun stuff. Who's going to be on the webinar and whatnot. Then we have to set up a campaign in Infusionsoft, then we have to go PlusThis and because we use integrations-- fancy integrations. You use plus this to integrate that specific webinar with our Infusionsoft account setting up all the custom fields so that all the data gets transferred properly.

Which is really powerful and helpful but it takes time. Then we have to either build a Leadpage or a Leadlink that is integrated with that campaign in Infusionsoft. Then we have to write followup emails, invitational emails and show up emails. Then we have to create content for the freaking webinar.

Ray: Then we have to think about why are we doing the webinar and how do we title the webinar because that's really integral to the whole process. Then we have to figure out what are going to give as a bonus for people who show up for the webinar? What are we going to give as a bonus for people who stay on the webinar? What is the call to action going to be? We have to set up the call to action pages and links and follow up emails.

Sean: It's real easy to just say, "Hey, lets do a webinar" and not know what needs to be done.

Ray: Then wonder why your life is crazy.

Sean: Yes and wonder why you're like, "Oh my gosh, this is nuts. Why am I working myself to the grind stone?"

Ray: You didn't take the time to figure out what needed to be done.

Sean: Yes.

Ray: Reason number three you don't get things done is you don't know how to do what needs to be done. This shows up sometimes, you know you have a project and you know how to do all 10 steps on the project except one. Instead of figuring out how to do it, you avoid the project because, "Well, there's that thing that I have to know how to do and I don't know how to do that."

Sean: Right. If my to do list has five things on it and one of them I have to go and learn how to do it and I'm not even sure where to go to learn how to do it. That will get sent to the bottom of the list subconsciously or consciously.

Ray: I know where to go to figure out how to do it.

Sean: Where?



Ray: The YouTubes. You can figure how to do anything on YouTubes. I use that dangol YouTubes to figure out how to change up my cracked head on my F150 1977 Ford.

Sean: Yes, you can do that. As a side note YouTube is amazing. It's the free mentor program.

Ray: I thought you were weird when you told me you watched more YouTube than you watch television until I became that. Now I'm like, "Watch TV?" I would rather just go watch some YouTube videos for a while. I can watch exactly what I want.

Sean: There's so much click bait it's fun.

Ray: You also got to be careful.

Sean: Well, yes. It depends on what you're searching for.

Ray: Not knowing how to do a thing will stop you from getting things done. Part of the question sequence that you need to put yourself through is, do I know how to do this? Can I learn how to do this? Should I learn how to do this? There are many times when you shouldn't learn how to do it. You should just hire someone who knows how and have them do it.

Sean: That's delegation. It's a whole different subject, but it's still very important. Now, I do want to point at a possible deeper reason why people-- things that they don't know how to do don't get done. That is that they actually are somewhat internally worried that they won't be able to do it. That they won't the creativity, they won't have the knowledge to learn the software and so they don't want to face a possible failure.

Ray: Rather than put themselves in a position to be tested and fail, to be weighed and and found wanting.

Sean: You don't do it. I think that is most of the times subconscious. People are not totally conscious of that.

Ray: Now, is there such a thing as the subconscious?

Sean: Yes, I believe so.

Ray: I think there is too. I went through phases. First I believed Freudian theory then I did not believe it. Then I realized, "Well, maybe he's right."

Sean: Well, I don't believe all of his stuff.

Ray: I don't believe all of anybody's stuff.

Sean: No and he's whole id.



Ray: Except for God's and I don't understand all of his stuff.

Sean: The whole id, ego and superego. I'm not--

Ray: Again, that's another discussion. When we say subconscious, it's just shorthand for-- think of it as in the back of your mind or--

Sean: In the back of your mind. You're not consciously thinking intentionally about it.

Ray: A friend of mine, a rabbi, Harlan Kilstein, calls it other than conscious thought. I like that.

Sean: It totally happens. You can't deny that it happens. That somehow you solve a problem in the back-- I mean, quite often that's how I solve a lot of problems, is I just take a break from it. Go do something else and in an hour or two later it's like, "Oh."

Ray: You're in the bathtub and you suddenly say, "Eureka."

Sean: "Oh, I could try flipping that switch."

Ray: That should do it. Okay, reason number four you don't get things done. You don't have the time, the energy or the resources you need to do what needs to be done.

Sean: Now that's very real.

Ray: That is very real, but that is usually the first reason people give and it's-- I think, the least likely reason.

Sean: Yes, absolutely.

Ray: Usually that's an excuse.

Sean: Yes. I think I mentioned this on a previous podcast some time ago, but I remember I made a commitment. I caught myself saying when someone, "Oh, did you get this done?" Caught myself saying, "Oh, sorry, I'm just so busy," or, "Hey can you meet?" It's like, "Oh, I've just been so busy. I'm sorry, I couldn't get back to you in that message or whatever." I realized, that's not true. 99% of the time what was true was I didn't manage my time properly to get it done.

Ray: Yes, because nobody has more time than anybody else.

Sean: Right. Now I get it, there are times-- there are periods where you literally are maxed out. You could not squeeze another--

Ray: That doesn't give you the license to tell somebody as a reason you didn't get something done that you committed to, "I'm just so busy."



Sean: Yes. Time management problem, you didn't anticipate how long it was going to take you do certain tasks and secondly, I honestly think that that is just not true most of the time. Even when people think it's true, it's because in their own mind they're not looking at their own time objectively.

Ray: Yes. If you want to perform an interesting and somewhat uncomfortable experiment, track your time meticulously for a week. You'll discover you're not as busy as you think you are.

Sean: Yes. That's not a condemnation, it's not to make you feel guilty about watching too much tv or--

Ray: No, it was just a powerful revelation for me to realize my problem is not that I'm too busy, my problem is I'm poorly prioritizing my time.

Sean: Yes. I think that's a better way to do it, so now it's harder to do because you have to own up to your own-- if you want to call them failures or whatever. I don't necessarily want to call them that because I don't think they're full failures, but places where you don't act fully as accordance that you want to that you have to admit to people that you didn't come through with that.

Some people, that is a problem identity wise. They don't want anyone to know that they can make mistakes because they feel their value is tied up in their actions and so there is a little bit of insecurity there. When I fail to get back to someone or whatever and they touch base with me again, I will tell them the real reason. Sometimes it's just as vague as, "I'm sorry, I didn't manage my time well."

Other times I will say, "Okay. Look, this slipped through the cracks. I got distracted by this and this, but it slipped through the cracks and I'm sorry."

Ray: Yes. We have both adopted that same approach and I'll give you an example from very recent history. I had a phone call scheduled with Megan Miller who works with Michael Hyatt. They're related.

[laughter]

Ray: I didn't show up for the appointment.

Sean: Oh.

Ray: I got an email from Megan's assistant saying, "Hey, Megan was just wondering-- " I just wrote back and said, "I'm really sorry, I totally blew this. I'm embarrassed. Will you forgive me and can we reschedule?" The response that I got from Megan was so graceful and she laughed. When we got on the phone she said, "I'm just glad it's not only me that happens to."

[laughter]



Ray: When you're trying to cover it up, people know anyway--

Sean: It just feels icky. It's like, "Oh, you don't have the spine to just own up."

Ray: If you say you're too busy, then what you're really saying is, you're too busy for me.

Sean: Yes, you were not high enough on my priority list, so just own up and accept it.

Ray: We've focused a lot on the time part, but I also want to go back and point out that I also said you don't have the energy or resources you need. In each of these cases, I think the same principle applies. If you don't have energy, ask yourself why. Are you managing your energy? Are you putting the right fuel in your body?

Sean: Yes, what are you eating?

Ray: Are you getting enough exercise?

Sean: Are you sleeping well?

Ray: The fact is, when we get to the end of the day the reason that we're tired or we don't have energy is probably not because we exercise too much. I'll leave it at that. Resources, which usually means money-- again, could you have managed your money in such a way that you would have had the resources available to take care of this challenge or situation?

Sean: In some instances, maybe not.

Ray: Most of the time.

Sean: I mean there are real-- people live-- Our business, even though we grow and we get good revenue, we live with real financial constraints. People live with real financial constraints. It comes down to just like you didn't prioritize your time well, are you prioritizing your resources well? What truly you have to sit down and say, "What do I want more?" If you don't critically think about that and you just kind of let your impulse nature make those decisions for you, what you're really doing is you're saying I actually value these other things.

These toys, these gizmos, these things more than I do my career, my job, my purpose or my whatever it is. You're implicitly saying, "I value these things more". Now, do you? This is why you need to think about these things, so that you can consciously decide what you value and how you want your resources to be spent.

Ray: Yes. That is absolutely true. There's a saying, you can have almost anything you want, but you can't have everything you want. As far as I know, that's true. The fifth reason you don't get things done and this this one may hurt a little--



Sean: Well, because the other ones haven't.

Ray: You don't have the courage to do what needs to be done.

Sean: This one is a self-fulfilling truth. It's not true in most cases, but it is true because you believe it is true.

Ray: Well, courage is not a character quality that you're just given a certain amount of and that's what you have for the rest of your life. It's a discipline. It's a practice. Courage does not mean that you have no fear.

Sean: We've heard, we know that. It means you act in the face of fear nonetheless.

Ray: I think this is one of those things that we intellectually know, but very few of us experience it on a regular basis because it's uncomfortable. We are wired to avoid discomfort because back in the days when our life depended on hunting and gathering--

Sean: Possibly even before we had these magnificent brains of ours--

Ray: Oh there you go.

Sean: It was more instinctual programming.

Ray: We have this innate sense of self-preservation that worked really well when we lived in a more wild environment and every day was a day where we might or might not eat, we might or might not be eaten. When we had a chance to rest and be comfortable, we took it because that was how we survived. We didn't know when or if we'd ever get another day like that.

Now we live in an environment where we can live in 24 hour day, seven day a week, 365 days a year of total comfort. That's not good for us.

Sean: No, it is not. Your body was designed to-- and your psyche was designed to meet resistance and overcome it.

Ray: The weird thing is because of the way we're made, when you put yourself in total comfort all the time, you're actually signaling your body time to shut down because famine is coming. Winter is coming.

Sean: Winter is here. The white raven.

Ray: What that means is you've got to continuously put yourself in places of discomfort. This is where the saying all the growth comes outside your comfort zone. We're talking about courage and sometimes this is relationship courage where you have to say things to people you don't want to say but need to be said. Sometimes you have to have the courage to say, "This project is no longer valid we're going to kill it."



Sometimes you have to have the courage to say, "This project was valid, but I messed it up so we got to either start over or turn it over to somebody else or abandon it because I goofed it." Even those moments are not failure if you learn from them.

Sean: That's right, absolutely.

Ray: There is no failure, there is only data and there's lore. Those are the five reasons you don't get things done and I think we've presented a good case for how to deal with each of them. The question is will you do this?

Sean: Yes.

Ray: We'll see.

Sean: All right, if you found the show helpful, please subscribe to the show through the Apple podcast app and give us a rating and review. Make sure you put your real name and website in the text review itself, we will mention you. To get the transcript, please go to rayedwards.com/289 and it will be there for you. Anything else?

Ray: Yes. A quote worth note, "To those who use well what they're given, even more will be given and they will have an abundance, but from those who do nothing even what little they have will be taken away." Gentle Jesus. Until next time, I pray that you're blessed with a long and prosperous life. Peace to your house.

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