



Ray Edwards Show, Episode 554 Do the Hard Things

Announcer 0:00

Ray Edwards Show, episode 554. Do the Hard Things. The Ray Edwards Show. This is the podcast for prosperity with purpose.

Ray Edwards 0:18

I wonder what your internal response would really truly be if I said to you, you know, whatever path you're trying to choose these days, if you're looking at the path on the left and the path on the right, and you're thinking about choosing the easy path. I encourage you to take the hard path, the difficult road, I wonder what your real inside response would be. I think most of us these days are kind of weary, we're kind of tired, we feel like we've earned a break. We feel inclined in many cases to take the easy road. I did that recently. And it was something that turned out to be embarrassing. I'll tell you that story in a moment. This is why I'm telling you- take the hard road, take the difficult path. Because that is where the growth is. That cliché saying that all your growth comes outside your comfort zone is true. And I know we'd rather be comfortable. But think it through. What growth that has been significantly positive in your life, that has been meaningful to you took place when you were super comfortable? You didn't build muscle that way you went to the gym and lifted heavy weights until it hurt. You didn't build up the ability to run long distances at a high speed that way. You did it by running until you could barely breathe, sweat was pouring off your head. It was uncomfortable. You didn't obtain that advanced degree by just goofing off in class and not paying attention and not doing your assignments on time. You did the work. It was hard to do, but it was worth it. Doing the hard thing is where the growth happens. And instead of thinking to ourselves, I'll do this one more hard thing, and then I'll be able to take it easy. Maybe we should change the way we think about this whole thing. Maybe we should just be looking into the future saying I can't wait to do the next hard thing. I mean, if that's where all the growth comes from, and we know it is, if that's where the worthwhile accomplishments come from, and we know it is, why do we want to pretend otherwise? We actually I think like to

take credit for saying things like the obstacle is the way, or all my growth came outside my comfort zone. But internally, we're thinking, Okay, enough of that. I just want to take it easy for a while. And look, rest is important. I'm not saying that it isn't. If you're in a season, we need to rest then rest while you're looking forward to that next hard thing. Because that is where the growth comes from. But we like to take credit for things we haven't done yet. In fact, my friend Jon Acuff recently said, "Most goals are optimistic lies." And I realized, yeah, he's right. I mean, even for me, in many cases, I have said things meaning I was going to do it, I was going to accomplish a certain task or certain achievement level. But I really had no plan on how to do it. And I had no date that I attached it to and so what I really doing, I was telling an optimistic lie. I didn't intend do it. It just kind of happened. But Dang it. Dang old Jon Acuff has now messed that whole thing up for me. I got to stop doing that. I got to start speaking realistic truths. Here's an example. How are your New Year's resolutions going? Or your goals if you're not a resolutions person? Most people have given up by now it's we're at the end of January. Most people have given up by now. How about you? I hadn't exactly given up I just started slipping. Just had some slippage. Like one of my habit goals is to eat a ketogenic diet- actually to live a ketogenic lifestyle 100%. And I have continually found reasons to cheat that here and there. Well, that is over. Starting today, Wednesday, January 26. I'm going to be 100% ketogenic, at least for the next 48 days. And here's the secret. At the end of that 48 days, I plan to tell myself, let's just go another 48. We can do it. I'm making this commitment to you right here, right now.

Feel free to check up on me asked me how I'm doing. It means no cheat days. No cheat meals. Why? Because it's healthy for me. I'm not saying it's healthy for you. It's healthy for me. So arguing dietary ideas is not my point here. My point is I'm making this commitment publicly, because that makes it not an optimistic lie. That makes it a realistic expectation For me. I'm fixing the slippage. Here's a question that kind of shook me up little bit when I heard it earlier this week. Can you take a month off in your business? I was listening to Tim Ferriss. He was interviewing Rich Roll on his podcast and they were talking about taking a month long sabbatical. And oddly enough, Michael Hyatt was discussing taking a month long sabbatical a couple of days ago on the webinar he conducted. And the whole idea is to think about, can you take a month away from your business? If you're the entrepreneur, you're the owner, can you take a month off? And will the business be okay? And the truth is, most small business owners are self employed, people can take a week off, and maybe recover from the damage without wearing themselves out, or making themselves crazy. But if they were forced to take a month off, it would be a small disaster. Or maybe not such a small disaster, maybe be a big disaster. So think about it in your own business. There's slippage there, right? What are the things that will fall apart, if you're not there for a month, starting tomorrow? What decisions require your involvement now that don't need to, but they do for some reason?

You've left it so that you are involved in all those decisions, like sending out a wire or a payment to a vendor. Surely you can determine a policy, there's a decision making process you go through, before you send that wire or that check to the vendor. You

could authorize someone else to do that up to a certain amount, at least without checking with you, couldn't you? You could look forward for a month and know what bills invoices were gonna come in, and you could pre approve them, couldn't you? Then do it, pretend you're going to be gone for a month. What other procedures or practices or tasks in your business could be satisfied by someone else seeing to them or remembering them or doing them instead of you? It could all be taken care of with you just having the fortitude to write out a policy or a procedure step by step so that somebody else could do it. Why haven't you? Well, for me, as I began making my list of things I need to work on like this in my business, I realized, these are really great tools of procrastination for me. This may not be the case for you, but this is something I have observed that's true for me. And again, I'm admitting this publicly because I know I'm not the only one. And I think this kind of transparency helps other people. It's kind of embarrassing to me, I'll second guess myself after I push the publish button on this, I won't be pushing the publish button, by the way, somebody else will. But once it's published, I'll start second guessing. Ugh, Should I really publish this. it makes me sound like a flake. No, it makes me sound like a human being. It makes me sound like a small business person. So there are things I've noticed I do to procrastinate, and not do the things I should be doing, because they're the things that only I can do. Why is that? Well, in my case, I think there's maybe a hidden feeling that if I go ahead and write that copy, or finish off that promotion, or record that podcast, or make that YouTube video, and then I publish it, put it out to the world, something might be wrong with it. And then people will criticize me and think less of me. So if I don't put it out, I can't be judged. So I'll just do this, this task over here that actually pay somebody else to do? No, that's not going to happen anymore. I'm getting those things off the table, so I can work on things that only I can do. And you know what, some of those things I'm going to mess up. That's because I'm human. So I'm just gonna pat myself on the head and say, That's good job, little human. Keep going. Try again. It's okay, that's life. What about you? What are things that you do when you should be doing something else and yet you find yourself doing this thing that anybody in your company could do. I'll give you this suggestion. Here's what I'm going to be doing over the next 30 to 60 days, I'm going to be looking at every task that I do in my business, and every task that other people do. And I'm going to be asking myself, do I need to be doing this or to somebody else? Why am I doing this? What could I be doing? Instead, I'm going to identify what are the very few things that only I can do in my business? Not necessarily the things- all the things that I can do better than somebody else. Just the things that only I can do. The things that really make a difference for me to do. And I'm going to focus on those and start either eliminating those other tasks just getting rid of them altogether, or giving them to somebody else who can do them probably better than I can. So couldn't you do the same? closely track the tasks in your business or your organization and figure out do they need to be done at all? If they do need to be done? Could they be automated? Could they be delegated?

These are questions worth asking. Now, as you're going through this process, be thinking about this question as well. What things are on your not to do list? These are

things that if you don't do them, nobody else will do them. And it doesn't matter. These are called time wasters.

So what things do you routinely do, that you really, in your heart of hearts know, are just ways for you to waste time and procrastinate? Fact is, you probably know exactly what you should be doing at all times. There are probably one or two tasks that are things only you can do that you haven't done yet but for some reason, you feel like you need to go to the post office and pick up the mail. That's something you should put on your not to do list. This is a big reason you don't do things you're supposed to do, because you're busy doing other things that are not nearly as important. Maybe they're not important at all. And while we're talking about things that you do and do not do, I picked up an excellent distinction from August Bradley, you can find out more about him at yearzero.io. He's a brilliant guy. He makes this distinction in his language, where he talks about he has do dates on his calendar, not due dates. So he has do dates, the date when he's going to do a thing. Instead of due dates, due dates, which is the date that if you don't turn it in that day, there's a consequence. And I just realized when I heard him talking about this, oh my gosh, that's a revolutionary thought for me. Because if I don't put it on my calendar until the due date, the due date, I don't have enough time to do it. So instead now I'm putting do dates, do dates on my calendar as August recommends. That's the date and time I'm going to actually do a thing before it's due- due. It may seem ridiculous to you. But it was a big deal to me when I heard him say this. Just lifted the shadows for me. And let me see what was really going on. Kind of was an ouchy, but I can take it. Here's the last realization I've had recently, and this all ties together in a way because we started out talking about stress testing your business and seeing, could you walk away for a month, that helps you identify weak areas that you could strengthen that other people can do things that so that you can concentrate on the things that only you can do? Well, here's another example of that and another failing on my part that I'm correcting. One is I was trying to run all the technical aspects of a live video training we were doing, which I shouldn't have been doing that I should have somebody else helping me do that stuff. But if I'm going to run the tech, I need to practice. I had a bunch of snafus happen to me during this live video stream, that were kind of embarrassing. And I was down on myself afterwards thinking, Man, I can't believe I screwed up like that. And this little voice inside my head, which I think is the thing called my conscience said, Well, why do you think that is, Ray? And I realized I had violated one of the rules I learned I think I learned this from my dad, Pat Edwards. He is a career Marine. And I'm pretty sure he's the one who taught me prior practice in Preparation Prevents Poor Performance. And the truth is, I had not prepared enough. Nor practice hardly any at all with new technology before I got on that live stream recently. And I know this much, I can have an excuse or I can have excellence, but I can't have both at the same time. So I'm taking away my excuse. From now on before I do something like that, I will have taken time to practice it and prepare enough so that it's muscle memory, doesn't mean there won't still be mistakes, but at least I won't have to say to myself, I know why I goofed that up. I didn't practice enough. That's not an excuse. That's no excuse. So again, maybe look at your own situation. Maybe you don't have any of these problems that if you don't, God bless you, I admire you. You're one of the

people I look up to in the world. I love people like that. But I've always got room for improvement, it seems I'm always a project in process. So these are some things I'm working on. These are some of the hard things I'm doing right now. What about you? If you're going to take the hard road, the road that gives you resistance, the road that's like lifting weights in the gym, it feels uncomfortable, but yields good results, like strength and endurance and good health. But it's hard to do. What hard things do you need to do? I need to delegate more, I need to take a better, closer inventory of what I'm doing my business and delegate the things that other people can do so that I can do the things that only I can do. I need to practice and prepare more. And I need to give more time to critical thinking about my business by stepping outside of it. So that it can begin to run itself more and more, so it can grow. And so the people in my organization can grow, and so my customers can be served better than ever before. So my employees and team members can all enjoy their jobs more and earn more money and have more margin and time off. I owe it to all the people I just mentioned to work hard on this so that their lives can be better. Their experience can be better, they can earn more money and they can enjoy more margin in their life. These are people I care about. It's not easy to do all this stuff, but it's worth it. How about you? Is it worth it for you to do the hard things? I'd love to hear your feedback on this. Is there anything that came to mind as I was talking through this, that you think I should do that too, in this area? Please share. It'll be helpful to other people. Trust me. It feels a little scary. I'll be second guessing myself after this publishes. I'll be asking myself, "Doh! Why did you do that, Ray?" I did it because somebody's got to be brave enough to say, "Look, these are some ways that I have goofed up in the past that I'm fixing." Does any of this help you? I hope it does. That's why I do what I do. Until next time, I pray that God blesses you with more than you could ask or even possibly imagine. And that between now and then you have peace for yourself, and peace for your house. Live long and prosper.

Announcer 15:48

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