



## ***Commentaries and Insights from Allawos & Company***

*August, 2014*

### ***“Wanting it All to Happen Yesterday, Frustration Fodder”***

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Wanting It All To Happen Yesterday Is Frustration Fodder, If You Rush It, You May Wreck It

Frustration Fodder is any kind of thinking that leads you to think or set un-realistic goals.

When you start a business or trying to grow one you have to realize right away that it will take time for your business idea and plans to start seeing any kind of results. This can't be helped. When trying something new you will have a learning curve and unforeseen obstacles. For the past several years people have been more cautious than ever before and can it take up to five times longer to make a decision if they ever do.

This is just a fact that you need to accept and deal with. You don't want to just barrel your way through anything and push the process too hard without having all of the information or data. This is very important because if you try and do things too fast and you don't see the results you want, it is very easy to become discouraged and start feeling like nothing you do is ever going to work for you to achieve success.

There are many people who never take the time to slow down and plan to do things one step at a time or parallel a thought, idea or process. Building your business or strategically growing one is just like learning to walk. You have to do it one step at a time or you will end up falling down and failing every time you try. Remember it takes time and lots of patience to get to where you want your

business to be. The sooner you realize this, the sooner you can move on and start doing the little steps one at a time to make your business successful. Unfortunately wisdom comes after you need it!

Focus Focus Focus!

When you are building a business or working a new program, it's very important to keep yourself focused. There are so many things that will keep you distracted if you let them.

You have to be mindful of your surroundings but focus on the tasks at hand and do whatever needs to be done that day. When you can't stay focused you will never be able to achieve success of any kind. You may have to train yourself on how to do this but it can be done. Create a "to do list" or "check list" <http://www.allawosandcompany.com/services/educationalmaterials.html> using a log detailing when and who you contacted so you can gage how much of a pest you are and not are pushing too hard.

Distractions can be simply checking your email too often. Be disciplined and create a routine for the day to create time. Don't start reading emails or looking at product sales letters that people want you to buy. You have to do the work that needs to be done for that day before you start letting yourself do things that won't help build your business or move your project forward. This is something that a lot of people have a hard time with because it is so easy to let yourself become distracted. You need to learn to resist this and keep yourself focused on what you are doing. These are all common mistakes that too many people make in day to day business.

Doing what needs to be done, no matter what, is being driven, and that is the key to achieve success. Many mistakes will be made along the way that may or may not be avoidable; however, make sure that the ones you can't avoid become a learnable moment so as not to repeat them in the future. This is important to the growth of your business and your repetition.



Don't fall into the trap of creating un-realistic time goals by not allowing for the things you absolutely must stay focused on to succeed. Network with others to enlist their help for access and to move your thoughts and ideas forward.

All too often the end result is far different than what was planned. Many times new opportunities simply come to you while you are focused elsewhere. Be patient and be calm.

Do your homework and be prepared to answer any and all questions that may come your way. If a question is asked and you don't have an answer, be truthful and say "I don't have the answer but I will get back with you". Credibility is everything in life and in business for success, don't blow it.

Stay driven, stay focused, remember to delegate and follow up on projects with others. Never assume that your directives are being followed. Your best friend can be contact management system and or your trusted management consultant.



## **About Allawos and Company, LLC**

Allawos & Company is a comprehensive global business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

Whether in corporate development, strategic planning, alliances, market development, diplomatic engagement or manufacturing optimization, our team is focused on client-specific value creation.

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