

Where do you go when the going gets tough?



I have been inspired by a song from way back in the 80's by Billy Ocean: "When the going gets tough, the tough gets going". Where are you going when things get tough in your world. Everyone has issues in their lives, work and businesses. It's more about how we deal with them and if we don't deal with them, understanding them, and knowing how we operate in terms of what we do and why we do it.

From a personal perspective, I know that - as a business owner - in the early days, there were many things I didn't like dealing with which I consciously shielded away from. Where did I go, where did I hide and why, and what did I learn from all this? For me, my hiding place was to take myself into my safety zone, somewhere I felt comfortable, where there was less stress or pressure, somewhere that I didn't have to face and deal with what was in front of me.

Back in the days of running my catering business, it was easy for me to jump back in the kitchen and start cooking. Cooking for me is easy and I'm in my comfort zone where I'm in control and a place without fear. On the other side, just the thought of selling, chasing people for money, dealing with staff who would not conform, and even dealing with the tax office were all the thing that I am not comfortable with and something I would rather avoid. Things would get to a point where I was so stressed and full of anxiety that I couldn't even think straight and deal with the situation appropriately. As a result, I would not get the outcome I was hoping for and, therefore, creating more frustration and fear of failure in the process.

We all have a place to go where we hide away from the tough stuff in our lives (mostly it's in our heads). We shy away, we avoid, or we distract ourselves from the fear of the unknown and never fully get to understand what might be or could happen. If this is how we operate in our lives, then the natural course of action is to default to this, almost on automatic, and stay in this zone until we are forced out.

It takes an enormous amount of strength and discipline to change this habit and to learn how to deal with our fears and failures or life lessons as well as how to get comfortable with these issues and how to approach anything that comes our way.

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As a business owner, there are several responsibilities that you have and must acknowledge in order to be successful. One of these is dealing with fear which is doing things we don't necessarily like doing but still have to be done regardless. Having to look at ourselves and how we operate and change those habits that haunt us is not an easy process and should not be taken lightly.

We must clearly understand how to face the challenges of life and business and have clear processes to deal with our challenging thoughts and our natural way to process fear and uncertainty. We must learn to manage how to deal with whatever is in front of us and back ourselves and our belief that our conscious state will always help us decide and learn the best pathway to our success.

So, when you are next in a tough situation, please remember these words:

"When the going gets tough, the tough get going... Where are you going? I am going to deal with this right here, right now."

- Tony Crossin

