

# THE EXTRA POINT

BY JERRY ROBERTS



## # 116 Don't be Derailed by Exceptions

In a world where compromise is a big part of just getting along, where is it that you draw the line and don't budge? I'm Jerry Roberts and let's talk about things that are non-negotiable, today, on The Extra Point.

Where are the lines you've drawn in the sand? For most people it involves faith, family, and basic moral values.

They have a relationship with God and they do all they can, any way they can, to support their family. They don't compromise their core beliefs. Beyond those, it's tough to find any area of life where we most of us feel as strongly.

There are people who look at health and fitness that way, but it's certainly not the majority. If it was, we wouldn't have the level of chronic disease that we do. Or substance abuse.

It's same with our jobs and careers. Too few people draw a line in the sand there, and decide not to give into the temptation to slack off when we're tired, or feeling lazy, or would rather do something else.

People in the selling field recognize the name Zig Ziglar, whose books on sales and motivation still help people today, more than a half-century after he wrote them.

A master story teller, Ziglar related this one about being on the road, tired, and not getting to bed until 4 am. An hour and a half later, his alarm went off. He didn't want to get up. "Every fiber of my being was telling me to stay in bed," he said.

But he had made a commitment. He said he got up and dragged himself through the day. It wasn't a good one, not productive at all, but it was that decision which changed his life.

He said: "Had I bowed to my human, physical, emotional and mental desire to sleep in, I would have made that exception. A week later, I might have made an exception if I only got four hours of sleep. A week later, maybe I'd do it if I only got seven hours of sleep. The exception so many times becomes the rule. Had I slept in, I would've faced that danger. Watch those exceptions!"

Have you ever had work in front of you and you said, "I know I should get it done, but just this once I'm going to take it easy. I can do it tomorrow."

When those "tomorrows" came, did you jump in and hammer out the work; or did you ever make another exception?

Ziglar would tell us that "just this once" is a trap. A mirage. It's a game we play with ourselves, and most of the time we lose.

Harvard Business School Professor Clayton Christensen said it this way: "If you give in to 'just this once,' you'll regret where you end up". He said: "That's the lesson I learned: it's easier to hold to your principles 100 percent of the time than it is to hold to them 98 percent of the time. The boundary — your personal moral line — is powerful because you don't cross it; if you have justified doing it once, there's nothing to stop you from doing it again. Decide what you stand for. And then stand for it all the time."

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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