

# THE EXTRA POINT

BY JERRY ROBERTS



## # 180 More for Your Book of Don't

A couple of months ago in Extra Point # 138, I introduced the idea of compiling two books. One the Book of Do and the other the Book of Don't. I'm Jerry Roberts and if you've got 'em, prepare to make some additions to your Book of Don't, next, on The Extra Point.

Sometimes we just can't get out of our own way, doing things that derail our chances to succeed. I've done it, you probably have, too. Frankly, at one time or another, everybody is guilty of it.

To your Book of Don't, add these...

1. Don't hold grudges. Let it go. You're not going to forget, but do forgive. If you don't it will close off all future opportunities with this person or company. Maybe they don't see the situation like you do. Talk it out.

2. Don't burn bridges. If you want to slam the boss on your way out the door after resigning, or anybody else, don't do it. Don't go on Facebook and bash the former employer. You might feel great for a while, but it can backfire because it doesn't make you look good and could influence others to avoid working with you.

3. Don't air unnecessary opinions. Just because I have an opinion doesn't mean I have to give it. Sometimes the best thing to say is nothing.

4. Don't talk down to people. Read my lips: besides showing a lack of respect...They. Will. Never. Forget. Someday, they may be in a position to make a decision where you are concerned. How are you going to feel when you realize a few snarky words you said 10 or 20 years ago came back to bite you?

5. Don't forget those who helped you. I have never met anyone who didn't have a long list of people who had a role in their success. Make sure they know how much you appreciate them.

6. Don't trash the competition. This is wrong for so many reasons. Ready? If you compare your products or services to theirs and you inaccurately present their info, it makes you look unethical. You may want to hire someone from their team some day, but if you're the enemy that may not happen. What if you lose your job? Will the competitor you hammered in an ugly way want to bring you aboard? And just so you know, most customers don't appreciate it when you talk down the competitor. They may also buy from them and like them.

7. Don't focus on failure. We've talked about this before. Failure is a step closer to success. Learn the lesson, pick yourself up, dust yourself off, move on. When you come up short, use the experience as a stepping stone to get closer to where you want to be. I've seen people lose companies and the next week or month they were moving in another direction. I've seen others have a company fail and years later they still hadn't recovered from it. They were stuck mentally.

8. Don't run from trouble. Bad things can happen that you may not be able to control. If there are others who will be impacted, let them know. Employees, bankers, creditors, customers, vendors, landlords, whoever it may be — just ask yourself a question..."If I was in their shoes, would I want to know?" These aren't comfortable conversations by any means, but you need to have them. Adding a few new pages today, to your Book of Don't.

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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