

# THE EXTRA POINT

BY JERRY ROBERTS



## # 198 10 Commandments For Business Failure

Would you like to know a guaranteed 10-step plan to fail in business? It is virtually a lock that you will see your company go down the tubes if you just follow these guidelines. I'm Jerry Roberts and today, the program for failure, on The Extra Point.

I was scrounging around the Web the other day and came across something written by Donald Keough, formerly president of the Coca-Cola Company. In his years in the corporate world he learned a great deal about leadership and business and he has poured this experience into his book, *The Ten Commandments for Business Failure*.

So, if failure is what you're after, follow Keough's prescription. If success is what you want, close your ears. Got that? Here we go.

### 1. Quit taking risks

You've heard it – no risk, no reward. But how many people really live it. There's status quo... staying where you are and firmly in your comfort zone. Then there's growth where you have to extend beyond yourself and that's a challenge. Then there's big growth and that takes risk. The two go together. You're okay with things as they are? Then stay away from risk.

### 2. Be inflexible

Absolutely. Be totally rigid about your decisions. The world will gladly bow to your wishes. Right.

### 3. Isolate yourself

You have all you need right now. Don't expand your influence by expanding your reach, by expanding your network. Who needs that?

### 4. Assume infallibility

You don't make mistakes. They do. You're never at fault. They are.

### 5. Play the game close to the foul line

This is when leaders no longer ask, "Is it right?" They ask, "Is it legal?" That's a huge difference

and only a short leap away from "Can we get away with it?"

### 6. Don't take time to think

Think? Why? Check number four. We're infallible.

### 7. Put all your faith in the so-called experts

I don't need to feel things in my gut, to have a handle on what's really going on. I'll just check out what my favorite business guru has to say. Those people are dialed in. I can trust their judgment.

### 8. Love your bureaucracy

Just the mere mention of the words "org chart" make the hairs that are not on my head stand on end. Long live the chain of command. People need to know their place and be happy with it.

### 9. Send mixed messages

Of course, should there be any other kind?

Don't be legit with employees and keep them in the light, when the dark is so much better for them. Confusion is a beautiful thing.

### 10. Be afraid of the future

We don't want to think about tomorrow. If we do that then somebody is likely going to bring up that bad word again — change. Ewwwww.

Donald Keough's, *The Ten Commandments for Business Failure*. Here's a bonus: 11. Lose your passion for work and for building something great...something that will last. Yep. Don't want any of that. There you have it. Follow these rules and your failure is absolutely guaranteed.

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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