

# THE EXTRA POINT

BY JERRY ROBERTS



## # 441 Riding Momentum to Better Results

Has anybody ever said you should “slow your roll”? In the world of productivity that might not be a good idea. I’m Jerry Roberts and we’ll examine a very important factor in success, today on The Extra Point.

When it comes to getting things done, you don’t want to go so fast that you sacrifice quality in the name of jamming out the most work possible. Just as important, I do want to make sure I get my “roll” rolling, taking advantage of momentum. I call it leaning into the job.

Momentum is like *Newton’s First Law of Motion*, which states that an object at rest stays at rest and an object in motion stays in motion. There’s a second part I’ll get to in a moment. The example I like to use is when we start to exercise. At the beginning we may feel some resistance as our muscles aren’t ready, but after a few minutes we loosen up and develop a rhythm. We begin to feel good as we move around, and that encourages us to keep moving.

It also works in reverse. When we’re vegging out on the sofa, binge-watching our way through a Netflix weekend, the longer we lay there the more we want to lay there and it’s tough to get moving again.

Now that second part I mentioned. This momentum will continue at the same speed and in the same direction unless it is impacted by a countering force that interrupts it.

How it applies to work is important. We ramp up our production and feel good about it. Tomorrow we do it again, then the next day and the next, and soon we have that momentum working in our favor. Days seem to go faster and we feel as if we’re being carried along on a wave of energy. I’ve had people describe it as a near supernatural experience. Progress and growth seem effortless.

So what could some “countering” forces be that could halt our momentum? When a project comes to an end and there’s a gap until we start the next one. We get out of our routine and aren’t pushing ourselves the same way as before.

Distractions often take over and it can take a long time until we begin to set ourselves in motion again.

Another counter force could be negative feedback from a supervisor. I’ve seen people knocked completely off course by a boss who cared less about the results than they did about exerting control over someone just because they could. It was a power play, an ego play, totally unnecessary.

In sports you often hear the term, “Ride the hot hand.” That’s about momentum. If I have a player who’s hitting most of their shots, I’m going to keep feeding them the ball.

If a worker is breezing along and scoring results for our team, my goal will be to clear any and all roadblocks and distractions out of their way so they can continue delivering at a high level.

I want to know how they get into their groove to start things rolling, and what stops them. If I’m the worker I also want to know those things. These are legitimate conversations that should take place.

Momentum is real and the top people in every field learn to master it. Think about how it can make a difference for you, then sit down and plan for it.

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