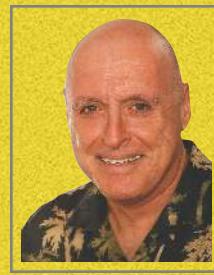


# THE EXTRA POINT

BY JERRY ROBERTS



## # 722 Don't Do These Three Things if You Want to Win in 2021

2021 is almost here and I've got three behaviors that can hold us back from success in the new year. I'm Jerry Roberts and I have the antidote that will nip these issues in the bud, before they greatly slow our roll. That's next, on The Extra Point.

We all have high hopes for economic recovery in 2021, and we don't want anything to get in our way. In his book, *What Got You Here Won't Get You There*, Marshall Goldsmith highlights several things too many of us do, that offend other folks — without us realizing it. We have three to talk about today.

1. We refuse to express regret. Some people confuse regret with admitting guilt. They are not the same. Once someone has indicated they have a problem with our product or service, we need to say "I'm sorry this is happening. I'm George and if you'll let me help, I think I can solve the situation."

It shows compassion, and — regardless of whose fault it is — we're stepping up to help.

Do you remember when you were in elementary school and you had a squabble with another kid on the playground? The teacher got involved and broke it up, but it wasn't over until you both had apologized to each other. "Now Jerry, what do you say?" And Jerry, of course replied, "Billy's a rat, and he started it!"

Since that wasn't what Miss Morris was looking for, she gave me a look that said there could be a phone call home to mom if I didn't wise up in a hurry. "Okay, I'm sorry, Billy." For his part, Billy then said, "Yeah, sorry Jerry." We shook hands, and ran off to play some more.

The apology was then, and is now, an act that doesn't necessarily solve any problem. What it does is get us back to square one. The apology is respect and acknowledgment. "Somebody heard my problem." It doesn't sound like much,

but it's meaningful. The apology is a powerful tool. Don't be afraid to use it.

2. Failing to express gratitude. Goldsmith calls this, "The most basic form of bad manners." My mom told me that two words should be on my lips at all times, and I should lose track of how many times I use them every day... "Thank you." You want to dress it up a little? "Thank you so much." Like the apology, most people are happy with a simple acknowledgment.

You might be thinking these things are obvious. Doesn't everybody say "I'm sorry" and "thank you" automatically? Trust me, I wouldn't be saying this and Goldsmith probably wouldn't have written a book about it, if everybody was doing it right.

3. Not listening. It's sad to say...most of us hear but we don't listen well. Many of the courses I teach under Guam Training, have a component called active listening. It's called that because it's different from hearing, which is passive.

Hearing is not a decision. Sounds are made, we pick them up and our brain translates them into something useful. Listening is an active decision. We focus, we interpret, we have a reason to want to understand what someone is saying.

A common problem many people share is they don't listen to fully understand. Instead, while the other person is talking, they're formulating their response and then jump in the first moment the other person takes a breath.

Failing to apologize, failing to show gratitude, and not listening well. As you go through your day, look and listen for how many times people come up short on these most basic courtesies. You might be amazed.

(Con't.)

In any case, promise yourself that you won't be one of them. Promise yourself that you and others you can influence will score high in all three areas. You'll never regret it.

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

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