

THE EXTRA POINT

BY JERRY ROBERTS



916 Playing the Long Game – Part 2

We started talking about long-term thinking yesterday. I'm Jerry Roberts, and today, we'll dig into a chief obstacle and what we need to make it work. That's next, on The Extra Point.

Yesterday, as we began to talk about "playing the long game," which is to employ long-term thinking into our regular planning and work, we found three elements had to be present. Dorie Clark, author of *The Long Game*, revealed the three as:

1. Making sure we made time available for long-term thinking. Most of us don't.
2. Focus on what we want and be able to write it down.
3. Don't give up. Potholes and detours will slow us down, but should never stop us.

One thing to recognize is that overloading our schedule does us no favors when it comes to the long game. "Busyness" doesn't necessarily mean that we're making real progress. A lot of that activity may be fooling with unimportant emails, or attending meetings that aren't productive.

Research has been performed in numerous Western countries, especially the U.S., which shows busyness is correlated with high status and being "in demand." We like to be in demand, don't we?

Named the father of modern management, author and consultant Peter Drucker once said, "There is nothing so wasteful as doing extremely well, that which should not be done at all."

Sometimes, we have to ask ourselves if some of the things we do, we simply shouldn't do. Be honest with yourself, are there things on your schedule or work routine that you could and should get rid of, or delegate to someone else? "But I'm grinding, man, I'm grinding!" Do you know anyone who says stuff like that? Work smarter, grind less.

In her book, Clark used a term I thought was interesting: strategic patience. Confession time. I haven't always been the model of patience. I'm certainly better than before, but I can still be a little impatient under the right...no, make that, *wrong* circumstances. So, can I still be strategically patient?

She says I can, and you can. However, it's important to understand that long-term thinking requires long-term patience. How you develop that is not to be passive, or just walk away and figure things will work out at some point, but to write out how you think things will go and monitor all along the way. The writing part is important. Don't skip past it.

It's a fairly simple process. We decide what we want to happen. We sketch out how we think the idea or project will develop. We check in to monitor progress, and make adjustments as necessary. We control what we can control. Rinse and repeat.

Some people never do any long-term thinking. They don't see value in it, or believe they can't do it, or are just confused.

You can play the long game, and be a long-term thinker. It may take some practice, and there's no time to start like the present. So, tell me what's in store for you, five or 10 years from now?

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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