

Do, Or Do Not! ...There Is No Try



TruckSure
By Trevor Toohill

It might seem strange to take personal development advice from an Insurance Broker, but hey, if I can take consultation from one of the most popular movies of all times, the Star Wars series, then you can at least have a listen. But the truth of the matter is that the whole six-part movie series contains a lot of valuable metaphoric lessons that we can all benefit from. A classic example of this comes from the small, ancient, and incredibly wise Yoda who educated Luke Skywalker to “...Do. Or do not. There is no try...”

You might ask at this point what has this remotely got to do with trucking, transport or insurance? Well, the answer is pretty simple really; it is all about success within the most progressive transport and business operations and how to transpose some of their practices across to your business. You don't expect the owner of a successful operation to take his/her shoes off and put the big toe in the business pond, paddle around for a while only to find that what they tried to do did not quite measure up.

The successful operators we deal with have a business plan and they commit to it. They just do it. If the plan does not measure up then they do not do it. No pussy-footing around trying this or the other thing. Simple as that!

“...Do. Or do not. There is no try...” has been my guiding personal and business mantra for decades and is even the motto on my LinkedIn profile.

It is a very simple statement, but a very profound one as well. The quote, by the way, was delivered in response to Skywalker's comment that he would try to do something seemingly impossible. What he was attempting is irrelevant, but the lesson here is that to accomplish something ambitious, you need to make a commitment and then follow through on that commitment, whole heartedly.

By definition, the word “try” implies potential failure. When it comes to matters of financial security and stability over the long-term, for many people failure is not an option. For that reason, if you are considering the prospect of improving your financial condition as we ride out of this global economic meltdown, you should make a commitment with yourself to do what's

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necessary to come out on top. Saying that you are going to try to cope with the changing economic times is unsatisfactory, and potentially disastrous.

Many people are unhappy with the current state of their lives. They don't have enough money in their life to do the things that they want to do, and to live the lifestyle that they want to live. They don't spend enough time with family and friends, and they don't spend enough time taking care of themselves. In competitive economic times, very often family holidays are removed from the budget, and cutbacks occur in the course of normal, everyday and business life. These people know that they aren't happy with the present situation but they don't know what to do about it. They want to change it, but they don't know how.

If you find yourself in this condition, take Yoda's advice to heart. Don't say to yourself that you are going to “try” to improve your situation, or that you are going to “try” to improve your life. Yoda would tell you, there is no try-you either do or you do not. Understand that despite the economic downturn that we are all facing, and the struggles that we will all likely undergo for some time to come, some people know how to turn disaster into success.

Make a commitment to change. Get the financial advice and education that you need, and then take decisive action to change your life today, and to improve your life tomorrow.

Do.

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