

Simple Solutions to Complex Problems

Problem: Make it Simple and Easy

Simple and easy have often been seen as interchangeable. Abraham Lincoln was once quoted as saying, "I'm sorry I wrote such a long letter – I didn't have time to write a shorter one." Thus simple solutions that work are usually the result of a process that goes like this:

1. *Simple* – It looks easy, but only because you don't know the ins and outs of the solution.
2. *Complex* – You now see the ins and outs – and don't yet know which options to pick
3. *Simple and Easy* – It's now easy, because you have gone through steps 1 and 2 and have chosen just those options that work well for you. Now it's Simple and Easy (or at least easier)!

EXAMPLE:

- You decide to add a new product line to your portfolio.

Action Taken and Discovery

STEP 1: You start mentioning the new product to prospects and clients.

What you discovered: Simple – but no real knowledge. You don't have good answers to questions. You don't understand the product and how it fits into your portfolio.

STEP 2: You continue to sell (or try) and know you need to know more.

What you discovered: Complex – too many options. You need to read more, attend seminars, practice your presentations – perhaps do joint work.

STEP 3: You start to see positive results.

What you discovered: Simple and Easy – You give focused and effective presentations because you now know which products to sell and how to present them. You've done your homework.

Problem: Dealing Effectively with Tolerations

Tolerations are issues or behaviors you put up with because you think, or feel, that you have no choice but to accept the status quo.

EXAMPLES:

- I tolerate rude behavior from my clients and prospects
- I tolerate a messy desk
- I tolerate poor business record keeping

We often feel that we have no choice but to accept the current state of affairs. And we sometimes feel powerless to even consider making a change.

Let's look at a 3-Step Process that you can use to deal with those behaviors you are now accepting as unchangeable.

- Step 1 *Perception / Discovery*
- Step 2 *Decision*
- Step 3 *Action*

Process – *How to bring about a change in behavior*

STEP 1

Perception: I have a messy desk and I just have to live with it.

Discovery: There are people who can help me set up a simple and effective way to keep my desk clean. I may also discover (if I dig a little) what a messy desk does for me.

My initial perception prevented me from seeing that I had options. Discovering this, I now can explore new ways of bringing about a change.

STEP 2

Decision: Now that I realize I can organize my desk, I'm willing to do what it takes.

A sincere decision is the engine of change. Now you have the energy to take the next step.

STEP 3

Action: I'm implementing my new system.

It may take several tries to perfect your new system. You need to be open to feedback so that you can make those changes which will make your new system work for you.

Your Opportunity

Examine those areas of your life where you are sure you have no choice but to maintain the status quo. Then follow the 3-step process to make meaningful changes so you can get what you really want.

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