

# TAKING ACTION

Taking action is one of the key things that can hold some entrepreneurs back. And why do people hesitate on taking action? Generally speaking, it is fear of failure. This can potentially stop you right in your tracks and leave you feeling paralysed. Ideas are easy to talk about, it is easy to 'fake' the success of your business, but nothing holds more importance than ensuring you are taking action to move forward every single day.

## Fear of failure

Don't fault yourself for your fear of taking the action that needs to happen for you to realise your dreams! It's a natural response to moving out of your comfort zone. But while you shouldn't criticise yourself for feeling fearful, neither should you wallow in it so that you never get past it. When fear rears its ugly head, use these simple tactics to put it in perspective and move on.

1. Recognise that fear is only a feeling
2. Remember everybody has experienced fear of failure
3. Take small steps of action
4. Connect with your support group

Action takers realise that failure is an important part of the learning process. They know that failure is just a way we learn by trial and error. Not only do we need to stop being so afraid of failure, but we also need to be willing to fail.

## Implementation

Creating a proactive, action-taking mindset is one of the most important things that you can do for your business. By setting the right mindset for yourself, you can pass this thinking onto your managers and employees. These small changes can transform your company culture and create positive results for many years to come. As a business owner you will always need to take action daily.

That said taking action can be harder than you think, as well as fear of failure we also have a tendency to procrastinate, we over-think, over-plan, and otherwise waste our energies in abstraction, so taking action on a regular basis will change your life for the better and help you grow your business quicker.

- The right action is completing the thing you normally avoid.
- The right action is moving into what is uncomfortable or what scares you.
- The right action is mindful and progressive.

Simply put these actions will have some entrepreneurial activities. For example, starting a business, investing in something, expanding the business, improving the business, marketing your products or service. All of these are different types of entrepreneurial activities that you will need to do at some stage in your business or at least understand even if you outsource them.

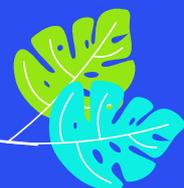
## Fear of failure

Snapshot

- Decide to take an action.
- Create an action plan.
- Implement the action.
- Refine if necessary.

Lastly, if you are struggling with taking action please reach out and speak to one of The **Simple Series** Team, remember we are here to support, guide and amplify your growth.

*We support businesses to amplify growth*



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