

# The Non-Planners Business Plan

## #11 Prepare for the worst while expecting the best

A positive attitude is essential in business. A smart business attitude is positive while also being as objective and organised as possible.

We need to believe in what we're doing for it to be effective. We don't play a game of soccer by kicking the ball in any old direction. We need to watch the goal posts and imagine the ball flying through them in order to make it so. When we've got a positive attitude, we notice opportunities all around us, we're self-motivated and therefore far more proactive and, regardless of the outcome, we derive satisfaction and pleasure from our work.

But we do ourselves no favours by being relentlessly positive – when we're relentlessly positive, we sacrifice our objectivity and intelligence, insisting that things are fine when they're clearly not. We can prepare for the worst in many ways, large and small: by clearing our schedule for projects; by not over-committing; by imagining what may go wrong and mitigating this with several contingencies; and by being organised and prepared.

# The Non-Planners Business Plan

## #11 Prepare for the worst while expecting the best

### – Notes –

We have to get better at ‘failing’. ‘Failure’ in business is usually that expectations weren’t fulfilled – really no big deal. It may be disappointing but the effects don’t need to be enduring. One of the ways we can minimise our disappointments are to check the progression of our sub goals at regular, pre- scheduled times. There’s a final piece of the puzzle: if it’s likely that you aren’t going to make your goals, you need to change tack intelligently. That means no highly emotional ‘emergency marketing’ decisions made, no dramatic hands in the air “that’s it! I quit!”, no retreating to your cave to dwell on how much and in how many ways you suck. It means making course corrections and being creative with your options.

Thinking through worst case scenarios are oftentimes hugely helpful: by appreciating that our worst case scenario is not life or death, our fears or inhibitions tend to be minimised; we dream up alternative actions that may even be better than our original ideas; and adaptability and creativity are great skills for business owners to cultivate.