

The Non-Planners Business Plan

#8 Know your particular flavour of procrastination

Between you and your big goal is procrastination, fear and other hindrances. In order to take decisive action and build momentum, you're going to become very familiar with your particular flavour of procrastination.

Everybody is motivated by different things. Everybody has different styles and flavours of procrastination. And so everyone needs a slightly different approach to motivating themselves, being productive and being accountable. You are your own CEO. You manage and motivate yourself.

1. What are the typical triggers that stop you doing what you want to be doing? How can you avoid or minimise these?
2. What do you tend to do when you're procrastinating?
3. Why do you avoid what you're avoiding?
4. Why do you do what you do? What are you passionate about?
5. When you've been highly productive in the past, what were the conditions?
6. What type of accountability do you find most helpful?

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– Notes –

Procrastination is a crafty bugger. Sometimes it comes dressed as *perfectionism* and “*quality*”. Sometimes it’s putting everybody else’s needs above your own. Sometimes we tell ourselves that we just want to have fun or that we’re the only one who has their priorities sorted. Whatever the details look like, procrastination slows you down and turns molehills into mountains. It may even stop you altogether.

As a business owner or self-employed person, you have to hold yourself accountable, using whatever means are most effective. The holy grail is to build momentum, where our actions build on each other and things become far easier as we create and build with far less stress, pressure and hesitation.

Knowing yourself, your triggers, your hang-ups, your shortcomings will help immeasurably. We are human. We are fallible. We fall down. We get up again. The point is not to berate yourself but simply to recognise the common pitfalls that slow your momentum so that you may avoid them and keep going.