

Desperate times seek desperate actions.

The preponderance of time the easiest way is not always the most beneficial to the individual or company. The old saying if it is too good to be true it is holds true and steadfast. Time and again the best practice is disregarded due to it being more difficult to complete and is asking more from the individual to give of him or herself. Frequently the individual learns too late that the decision to take a shortcut was made is a horrible one and there might not be a way to fix or make it right. The damage is done.

The most important factor is the decision with the direction and focus and then placing a call to action. When this is mixed with selling a plan is essential to develop and a decision to the procedures that give the company the best possible chance to survive and grow. When money is the main focus I have discovered that greed can make perfect and good people less ideal. Greed can lead to questionable acts that can manipulate the mind to accept faulty reasoning. Be sure to not compromise your integrity for a fast, quick , and easy road to a short recovery that influences your decision of right and wrong.

It is said that it is not the event that defines a person it is how that person decides to react to that event that will always define the person. Zig Ziglar stated it is not what you say you are however what you say you are. Character is constructed with your words and actions as the blueprint.

When confidence and moral are low our self esteem can give the illusion that a desperate act is acceptable. Ethics and integrity take a back seat and honesty is lost and persuaded by a quick easy choice and a onetime attempt to get back on the right track. Once a wrong is accepted and rationalized as a good thing it no longer will be a onetime attempt. Ethical behavior and integrity have been compromised and the next time an obstacle appears a short cut will compromise the ethics once again. History does repeat the patterns of weak individuals.

It is difficult to always maintain high ethical and moral stands and keep the integrity at a level that is second to none. There will be times self doubt enters the arena of life. Setting goals that is followed by positive action to reach those goals help guide the proper action that will give and drive success. These goals will help you stay on the right road even when setbacks occur.

Shockingly many individuals that are down on their luck seem to believe they must face the issue alone. Realize that there are countless friends, co-workers and management who are willing to help you to get

out of the situation. Ask for help; with sales we know we will not receive anything that we do not ask to receive.

Start today and bring about good decisions that will enhance your best practices for success. Do not fear the tough road to success that will help build your character and define the person you will become.