

A person wearing an orange helmet, a white tank top, blue denim shorts, and a black climbing harness is climbing a green wooden wall. They are using a red rope and their hands and feet to grip the wall. The wall has several rock holds. The person is positioned in the center of the frame, facing away from the camera.

Getting a grip...

and keeping it!

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“Nothing worth having comes easy.”

Your vision is your dream with purpose.

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Street smart advice to help you get a grip on managing, communicating, leading and building deeper client relationships.

“Small Steps to realizing the Bigger Goal

In an age where rapid gratification appears to dominate any concept of working towards a prize, I, like many of you, have often asked why the journey to success has to be so long and fraught with challenges. Is quick success sustainable? Is the easy route ever the best? Depending on your personal values and mindset, I suggest there are arguments for and against quick success. From my perspective, I hear the voice of my mother quoting Theodore Roosevelt, “Nothing worth having comes easy”. So true.

Aside from my professional (money making) occupation, I run an internet radio station and have done so for a number of years. If ever there was a test of patience and determination to succeed, this passion has ‘pushed every button’ literally. I could not begin to count the number of hours spent in programming, recording, editing, interviewing, reviewing and promoting. The list goes on, compounded by system failures, data and audio file input, and processing. The end result: a radio station that entertains and gives joy to international listeners across a broad demographic spectrum. The comments and notes of gratitude I receive daily are the reward for my efforts.

“Good for you DJ Gus,” you may say, but what is the point I am trying to make here?

Success did not come as a ‘plug and play’ solution in a box. Achieving this level of success required a number of basic process applications to ensure the integrity and sustainability of this product.

- A **vision** - Your purpose or goal is what motivates you. It is your reason for being, your fuel, it is what keeps you going. Your vision is your dream with purpose.
- A **plan** - “An orderly or **step-by-step** conception or proposal for accomplishing an objective.” The emphasis in this dictionary definition being “step-by-step”. This approach is played out in any successful business, event, operation or project so I am sure more emphasis is not necessary. Winston Churchill was quoted as saying, “He who fails to plan is planning to fail”.

Stay hungry

- Set **realistic deadlines** - Here again, the emphasis is on reality vs fiction. Several challenges hindered my dream of having a functioning and professional sounding radio station but it was not going to happen instantly. I had to remind myself to take one step at a time setting attainable targets.
- **Don't rush** the process – “Haste makes waste” comes to mind. Rushing in without preparation, planning and a realistic approach will always prove disastrous with forced errors, unnecessary mistakes, missed details and time wasted in reworking, and all of these carry financial implications.
- **Measure** your **progress** – as in any attempt to reach a goal, measuring your progress will serve to highlight any gains and will bring your attention to any loss of GRIP.
- **Celebrate** your **successes** – As you advance through your phases and see the progress being made, it becomes a major source of motivation and spirit-building to pause and recognise successes. We all know how good it feels to celebrate. As my Wall Street colleagues used to say, “anything for a celebration”. Of course we all love a reason to party. Don't we?
- **Stay hungry** – Stay passionate and hungry for the success of your business. The two are a marriage made in heaven. I am sure you can feel the passion I have for my line of entertainment. My hunger is driven by the desire to serve my listening community. This same approach is elementary in any business. Your desire to be the best, offer the best service, to take your clients from “Good to Great” should have your taste buds watering and your digestive juices flowing.
- **Have fun** – I need not add any sauce to this last point. **Enjoy the ride getting to your goal!**



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With over thirty years international experience in the global financial sector, Dwight has a proven track record in relationship management, team leadership, business development, due diligence, gap analysis and process management.

Coupled with his thorough, diplomatic and empathetic approach, Dwight is an effective communicator, strong relationship builder and an experienced negotiator.

Dwight is a professional, driven to help your organisation reach and exceed its goals while maintaining ethical and sustainable values. Dwight's has adopted as his motto: "The only time you should ever look back is to see how far you have come."



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