



Just for Today

Boundaries

I learned a valuable lesson this week - and you would think that after all the time I've been in business, I would have already known this ... there are "boundary bashers" out there. Here's what I mean: I had someone who has been a last-minute "no show" at a number of events do it again (and I can't say that I didn't expect it). Shame on me. Why? For two reasons. 1) by turning a blind eye each time this happened, I lowered my own standards and 2) I became an enabler by not holding that person to account for bad business practices and questionable business ethics. I did nothing to help her raise herself up. And that, as far as I am concerned, is completely contrary to my business practice and vision. I let us all down.

As owners of the business, we need to value ourselves and to associate only with those who value us. And that means that we must decide whether the people we are involved with, personally and professionally, are those we meet that requirement. At the end of the day, if we allow people to shape our business, our expectations, and our standards to their needs, we are working with our "z" list instead of our "a" list. **And there's nothing wrong with a bad prospect/client/colleague that a good firing won't cure.**

Just for today: Go through the people in your database; in your network. Are they the clients you want? Or are they the clients and prospects you have? Will they refer the business you want? When it comes to databases, size only matters once the quality is there. Better to have 10 "A" list than 100 wannabes. **Get out the pink slips!**

Angela