



Engaging Tough Challenges

by Cub Marion

What should one's mindset be when engaging tough challenges? I have personally observed in business, athletics, and academics, when an organization or individual is focused and confident, the likelihood of success is extremely high. Keep in mind that goals need to be realistic; conceivably within the grasp of the organization and/or individual. With that said, significant stretch can be integrated. In fact, a clear path to success may not be readily apparent, which necessitates laser focus on developing a solution, and executing accordingly.

Laser focus means complete commitment to the mission; the organization or individual is "all in", with all energy devoted to the common goal. A common mistake when engaging tough challenges is a situation where more energy is directed towards debating why the challenge can not be met versus focusing on how the challenge will be achieved. The sooner an organization or individual takes the challenge head on, and focuses all effort on the "how", and then rapidly transitions to execution, the faster they get on the path to success.

Tough challenges are tough, no two ways about it. The key point here is that tough challenges are achievable. Confidence is essential. A feeling of "we can do this" is contagious and inspirational. Stay focused, I mean really focused. Don't waste energy on why it can't be done, or on things you can't control. Focus on the how, and start executing.