

THE COACHING HUB

Podcast Episode 13 - The shiny object syndrome

The way that you really build a business is not about some quick fix. It is about building solid foundations.

Hello, and welcome to Conversations to Help You Thrive with me, your host, Ruth Kudzi. I am super excited to have you here. This is a place where we're going to challenge you to think differently, to have those difficult conversations both with yourself and with others so that you can thrive in your life, in your career and in your business.

How many times have you bought into something, a course, a program, because you feel that you need it, but then you haven't done it? How many times have you left FOMO really drive you? So shiny object syndrome means that you keep tapping into the next best thing. The recipe, the blueprint, that secret, there must be a secret. Surely there is a secret to success. Surely success is not about consistency and trust and working smart and hard and testing and data. It must be easier than that. I remember for years and years of my life, I was always seeking out a different diet because the idea that the way that I maintained or lost weight was by exercising five or six times a week, but eating less, by sleeping, by probably not drinking as much alcohol. Well, that wasn't that exciting for me. That sounded a bit boring.

It sounded like it's going to take a lot of effort. So I prefer to do things like, I won't mention the name, so I'll probably get told off, but shaking a tin. I tried that. I tried juice diets. Gosh, I did some crazy food combining thing where I seem to only be able to eat [inaudible 00:02:06] and organic chicken. I did Atkins. I remember having those bars. I have mentioned that I drank some weird detox stuff. I did lots and lots of different things, but the fact was that really inside, if you had asked me and interrogated me, I would have been honest and said, "I know that none of these are going to really work long term. I know that the solution is eating less, eating the right stuff, eating more of the rainbow, not eating as much junk, not drinking as much alcohol, and exercising more consistently."

I knew the answers within me, but I still allowed myself to be succumbed by shiny objects. By other things, I've got FOMO. Well, maybe that's going to be a quicker solution. Maybe that's going to be an easier solution. Maybe everybody is not telling the truth about how you maintain and lose weight. Maybe there is a secret that I don't know about,

and if I get that secret, how amazing would that be? And let's be honest. It is the same in our businesses. The way that you really build a business is not about some quick fix. It is about building solid foundations, where you know your systems and your strategy. You know what you're doing to attract clients, to convert them, to retain them. You know your back office functions, how you're billing, you've got all of that set up. You've got your legal documents in place.

That is how you build your business, by really having the basics in place that work for you and your ideal clients. And those basics are not going to change whatever your business. If you're thinking about it from a function point of view, you have your finance, your HR, your marketing, your sales, your delivery, your operations, all that. However, isn't it nice to think that it could all be easier? And this is not a difficult process, but often we succumb to seductive, and I'm one of them, online marketers. We succumb to the idea that actually things could be really straightforward if we just did this thing, if we just did that thing and the more that we do this, the more that we allow shiny objects to create solutions for us, the less we often trust in ourselves. And it becomes a little bit of a cycle.

I need to have this next thing, this next course, this next shiny thing. I need to have that. However, I'm not going to have that because I trust myself, but we don't get that. We don't get to the trust because of the FOMO stage, everybody else is doing it. If everybody else is doing it, then why don't we do it? If everyone else has got this secret, if everyone else has got this special sauce, we need it, too. And I have been there where I have invested in so many different things, so many different things, and I thought, "Okay, one of these is going to be the solution," and the thing is that probably one of those was. But when you have so many things that you are invested in, it's more difficult to see the wood from the trees and to see what the solution will be.

And that's because you are starting to put other people's voices in your head above your own. And that means that you stop trusting yourself. It's like you're at a party and to begin with there's you and one other person, and you're listening to them and you're learning from them. And somebody else comes along and that's still quite good because you've got two different perspectives there. So actually a couple of different perspectives is great, but then you fill your head. Then the room gets busy, you've got three or four or five and you can't keep up and you forgotten you believe it. And this is what I see with shiny objects [inaudible 00:06:54]. I see us choosing to take a little bit from each person, like we do when we're at a buffet. But the thing is the often there's little bits don't match up after they don't correlate.

Often unconsciously, we take the bits that are easiest and we stop trusting our own inner voice. We stop trusting our intuition. We stop trusting our experience. And this is what's really important. When we are making decisions about what we're going to do next, about what we're going to invest in, about what we need, we need to tune it into what we actually need and what we want. What's going to help us move forward? What's going to push the needle and what really are we doing? Because it looks good on the tin. So start

to ask yourself the questions. What is this going to give me that I don't have now? How is this going to help me move forward to that big mastery goal? How is this going to help the boat move faster? What do I expect to get out of this?

And I tell you what, when you do this, it may be that you invest differently. It may be that you start investing in more one-to-one or small group support. And it may be that when you do invest in these programs, because you have a clear intention, that intention may be different. And when you have a clear intention and you know why you're doing something, you're so much more likely to get the result.

So stop thinking that everything that you need is external to you and start trusting that you have the answers. Look at what you already know, look at what you already have and build on that rather than expecting everybody else to give you all of those solutions. You are a hundred percent the navigator of your life and your business. So take ownership, trust yourself, build that trust, understand that already, right now you are enough. And when you're looking at what you're going to invest in next, think about how that's going to enhance what you already have and what you already know. I know for me, when I've done this, it's made a huge difference in how I view investments and also in what I get out of it. Because for me, it's not about taking on everything that someone else says. It's about learning the things that I need to learn that I don't know as well as I could to really move forward. So I'd love to know what are you going to let go of thinking you need right now? And what are you going to focus on? Because as we know what we focus on grows. Take care.

Thank you for tuning in to Conversations to Help You Thrive with me, Ruth Kudzi. I hope that you have enjoyed this podcast. If you have, please remember to give it a rating and to share it with others. I would love you to continue the conversation over in my Facebook group. It's called the Coaching Community with Kudzi. I would love to see you there.

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