

PLANTING SEEDS

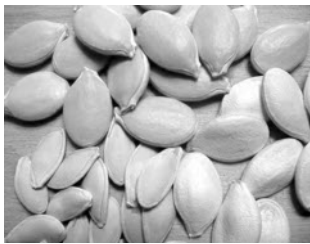
As we seek to improve in our health, well being, career, sporting achievement or anything really, we have access to so much information.

We are continually seeking or being bombarded with information we choose to guide us through the do's and don'ts so we

can make a more educated decision about what we want to achieve before we act.



All too often I witness and have been a culprit of wanting the information to do the job, give me all the answers without me having to do anymore. The truth is, this information is just that, information. It is a collection of ideas, other people's experiences and theories. It will do nothing for me unless I act. It is only when I take action using that information that I start to see growth in the area of what I want to achieve.



To use an analogy I see all this information as seeds. Now don't get me wrong, I am not a green thumb, but I feel you will see the relationship between information and seeds once explained.

So I'm on the path of 'advanced learning' and as a result I can collect all the information I choose, by going to seminars, buying books, CDs, DVDs or invite a coach to give me the information, on any topic, about any-



thing. I now have all the new knowledge and information. I can now choose to do one of two things. I can act on the information or invariably I can choose to do nothing. It just sits on the shelf collecting dust.

This to me is the same as the collecting or buying of plant seeds. Once I have collected or bought the seeds I have a choice as to whether I place the seeds, in their packet, on a shelf invariably to be forgotten, or do I plant them in



the ground giving them the opportunity to grow. Planting the seeds I have collected is an action, the first of many to see these grow to their full potential giving me what I want to achieve, based on what that particular seed was to develop into.

As I mentioned, the first action is to plant the seed. What's next? Well I need to



water it. It needs some fertilizer and it starts to grow into a young plant. So too do the weeds. Ok so I have to weed and maintain my new plant, keep watering, keep fer-

tilizing, again weeding, so on and so forth. All this time my plant is growing, getting bigger and healthier all because I am taking the time to nurture and maintain it. There's a bit of work in this isn't there, work that is essential for this seed to mature to it's full potential and all this effort is taking me away from other things. So I ask myself this question, is it all worth the effort? Is my plant growing into what I expected or did I start with the wrong seed?

Despite the effort I have put in, my seed is not developing, what do I do now?

Simple! Rip out the dead seed and plant a new one. A different seed that will grow into something fitting what I want. Because I have already gone down the path of nurturing the previous plant, all be it for no known result, I am much better prepared for this one making it an easier and potentially less time consuming process.



But what it really gives me is just the ability to take action in the right area. Not every action results in success, as not all seeds flourish and grow to their full potential but perseverance and continual action will result in a level of success. An example of this for us is our meetings. Not every meeting goes as it should or as we had hoped. Not every meeting gives us the results we were seeking. Not every meeting suits the time we had allocated but every meeting gives us the opportunity to advance that little bit further in achieving our current and future goals.



Throughout all this change and degrees of disappointment I can see results. My input is assisting this plant to grow. Without it the seed would still be sitting on the shelf. I am learning by taking action and improving what I do, my technique and my ability to succeed is improving with every action.

Just recently we have done some 'weeding and feeding' with our meetings and every time at the very least we witness subtle changes taking place. Whether it be within myself, members of the team or shifts in the business it is all a step forward. So I ask you this question; Are you simply going to shelve the seeds you have in your possession so you can look at the packaging? Or, are you going to plant and grow them?



The alternative though is "what if I don't want to do all this work? I don't have the time, the fertilizer is too expensive, the water is poor quality. I'm not sure what sort of plant I

want and a range of other excuses. I won't see my seed grow to its full potential or in fact, at all.

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And that is a choice I make and so many choose this one because it's the easy way out. The truth is, there is nothing easy about taking action, whatever it is. So why did I go down the path of seed or information collecting in the first place? I went down the path of information collecting to advance our knowledge. I felt that by learning more, I would be able to achieve more.

