

# HOW TO FIGHT COMPLACENCY

**Don't let your guard down.** Give yourself a kick in the butt. If you're not up to the job, find someone who is.

**Stay grounded.** Remember what made you successful and what you've learned along the way.

**Create stretch goals.** Set ambitious yet realistic goals. Challenge everyone to do better and to be better. The fact is, if you spend your life coasting, it'll all be downhill.

**Don't be a know-it-all.** Know what you know and what you don't know. It's strength, not weakness, to seek advice from others.

**Welcome fresh ideas.** Invite fresh new thinking that challenges your perspective. The truth is, surrounding yourself with yes people is like talking to yourself.

**Learn from the best.** Never stop growing. Identify best practices and make sure to implement them.

**Compete with yourself.** View success as a journey rather than as a destination. Focus on beating your best rather than your competition.

**Fight against routine.** Embrace change. If it ain't broke, break it.

**Look for areas of vulnerability.** Ask "what-if" questions to uncover blind spots. Be your own customer. Find the cracks in your system.

**Never underestimate the opposition.** Wake up. Any military strategist will tell you that underestimating the enemy is courting defeat.

**Maintain momentum.** Don't let up. As soon as you achieve one goal, set another. It's easier to maintain momentum than to rebuild it once it's lost.

**Look to the future (not the past).** Take the time to smell the roses, but don't spend too much time basking in the glory of success.



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