

## **END PROCRASTINATION**

The best cure for procrastination is a serious deadline. For nearly twenty years, my professional life was dictated by deadlines as a circulation and marketing executive in the newspaper industry.

As media insiders, we often referred to our newspaper product as the “Daily Miracle.” Imagine starting each 24-hour daily production cycle from scratch and having it delivered in complete condition to hundreds of thousands of readers 365 times a year, bar none. The secret? Deadlines!

On the eve of Father’s Day weekend, the publisher of my book called in the chips on the final copy. I promised to have it in their hands via computer by midnight that Sunday. In sharing my challenge, perhaps for a sympathetic ear, my daughter Erin was quick to point out how many words she regularly pumps out on her weekend homework assignments. Her example inspired me to get to work without a murmur. As a result, the mission was completed on time and with Father’s Day activities in tact. Another miracle!

In coaching business leaders and owners, I encounter severe forms of procrastination on a daily basis. Again, my suggested cure always comes in the form of an issued deadline, heavily supported by some form of accountability. It works!

My favorite book by Dr. Seuss, titles “*Oh, The Places You’ll Go!*” addresses procrastination most effectively on the illustrated pages of “The Waiting Room.” In essence, we are always waiting for one more thing to happen before we can reach out and claim our genius, our true purpose and our life dreams.

Is there something in your life that you’ve been putting off for a better time? Wait no more. Set a deadline, share it and confidently take action.

### **Coaching Prompts:**

- ❖ What important life goal have you been putting off?
- ❖ When will you commit your goal and plan to writing?
- ❖ What deadline are you willing to set to accomplish this goal?



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