

Commitment

While the list of “yes” and “no’s” is a powerful thing, it’s still just a list. It is too easy for people to feel that the work is done when the planning and thinking are done. Unfortunately, the strategy at this stage is just words. It is in the realm of “good ideas.” Without real commitment, the strategy could continue to be really good creative ideas and inspiration for a very long time.

The act of committing moves everything to a deeper, more motivated level. To step into commitment is to cross a threshold, a line in the sand. On “this” side of the line, the plans and aspirations are good ideas; on “that” side of the line is commitment to make them real. Clients know how committed they are, all you have to do is ask: “Client, on a scale of one to 10, how committed are you to this plan?” If they say less than 10, you can ask: “What will it take to bring your commitment up to a 10?” If they say they’re committed at a 10, you can challenge them to another level: “What would bring your commitment to a 15?” Crossing the line is a powerful experience — not just a metaphor — so feel free to have your clients actually, literally, physically, see the line they are about to cross... take note of what is on the other side of the line and what is on this side, and choose which side they want to be on... and when they’re ready, take the step, or leap, or shimmy, whatever it is that puts their bodies on and over the line.