



Courage Vs Conformity

**“The opposite of courage in these days is not cowardice, it is conformity”
Anthony Robbins (May 2009)**

Any of you following Anthony Robbins on Twitter may have seen the above quote he published this week.

The Oxford Dictionary defines **courage** as ‘the ability to do something that frightens one’ or ‘strength in the face of pain or grief’ and **conformity** as ‘similarity in form or type’

With many companies and business people becoming more conservative over recent months, rolling out new strategies and releasing forecasts which are significantly down year on year. The questions that need to be asked are; are we all turning into conformists? What is this conservatism costing your business, sales or reputation?

If Maximus Meridius from Gladiator didn’t show courage, do you think he could have risen through the ranks of the gladiatorial arena to avenge the murder of his family and his Emperor? Probably not.

Profits and business activity will increase again, and according to some economists (including Federal Reserve Chief Ben Bernanke), we are beginning to see evidence that this will happen in the not too distant future.

Are you using the economy as an excuse for poor performance? Or are you showing the courage to try new strategies and techniques to continue to achieve your goals?

How can you ensure that your behaviour and activities take advantage of this market? What sales and marketing **strategies** are you using to reach your target market **effectively**? What are you doing to ensure that you are **ahead of the game** when the market does rebound?

Learn to take calculated risks and ensure that you have an effective feedback system in place so that you can learn from both the positive and negative outcomes of these risks.

Who is holding you accountable and challenging you to continually grow and develop? Speak to your boss, and friend or hire a coach. Take action now and show your courage to succeed.