

## A Who Can Help You with a How



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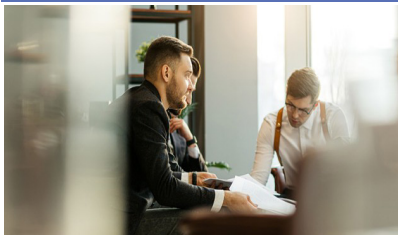
### Getting unstuck

How often have you spent too much time trying to complete a big project that never got finished? I work with distributors that know they need to move forward on their digital journey but can't seem to get to the next step. Others want to add another branch store. They can't decide, however, on a location or when to add additional personnel or where to find the right people. They are stuck. **Often the problem with being unable to move forward isn't really how to go about it, but who can help.** Importantly, before you identify the Who you need to make sure you are invested in achieving well defined goals. [Dr. Benjamin Hardy](#), an organizational psychologist and bestselling author, posits: "Who can help me achieve, may be a stretch, if you've never truly committed to huge goals."

### Choosing a Who

In their book, [Who Not How](#), Dan Sullivan and Benjamin Hardy suggest the formula for achieving bigger goals is to aggressively use teamwork. They ask, "Do you have **Whos** that give you the perspectives, resources, and ability to go beyond what you could do alone?" **To reach a higher level of achievement you need many people in your life to help solve problems.**

Recently, a third-generation distributor/owner contacted me for help. His grandfather and father had built a successful small business but their expertise and age was limiting future growth. His goal was to continue to build the distributorship. He was looking for insight from someone who had a track record of growing businesses in his particular vertical. Having just retired from a much larger business in that vertical, I was a natural **Who** that could provide him with the **How**.



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### Cultivating more Whos

#### Cultivating more Whos is critical to success.

Here are some of the benefits of doing so, as described by Sullivan and Hardy.

- **Multiplication of time – Whos** can free up hundreds of hours of your time, which you can then spend in other productive ways. I Zoom with one of my Whos weekly. He is a strategic thinker. When we have finished a one-hour session he often then sends me a plan for an undertaking we developed during the call. These plans are big time savers and often create new opportunities.
- **Reduce procrastination** – Procrastination leads to a sense of decreased well-being, frustration, and loss of ambition. It is often the by-product of only looking at how you can complete a project by yourself. To avoid stalling, tap into your connections and colleagues. Look for a Who that has the wisdom to help you complete your project more effectively.

- Writing is part of my job. When I find I am procrastinating on the next project, I **look for a resource that will inspire me.** That resource can be a book, an article, a webcast, and/or a call to one of my friends or associates.
- **Eliminate decision fatigue** – Decision fatigue occurs when you can't make up your mind on a required resolution. This is a stress inducer and an energy sapper. Sullivan suggests, **“Eliminating decision fatigue from your life should be one of your primary goals if you want to be a high performer.”** I would add to that thought — **“with less killing stress.”**

By adding a **Who** to the decision making process you can eliminate fatigue in that area. For example, one of my clients found she was sitting at her desk too often wondering what she was supposed to do next. We determined she needed to do a series of things, then put appointments with herself on her calendar and get started.

## 5 KEY TAKEAWAYS

1. Often the problem with being unable to move forward isn't really **how** to go about it, but **who** can help.
2. To reach a higher level of achievement you need many people to help solve problems.
3. Cultivating more **Whos** in your life is critical to success.
4. **Whos** can free up hundreds of hours of your time, help you avoid procrastination, and reduce decision fatigue.
5. Look for **Whos** that have the wisdom to help you and the means to inspire you.