



November 2012

## Transition Strategies and Comfort Zones

*“Our thoughts create our reality – where we put our focus is the direction we tend to go”- Peter McWilliams*

This Transition Strategies newsletter departs from the technical aspects of transitioning a business and instead focuses on the mental challenges, specifically the challenge of breaking out of your ‘comfort zone.’

A comfort zone can be described as a place where we all ‘return to’ on a consistent basis, or a place that provides us with a sense of security because we can predict and control the outcome of many of our actions in that zone. It is a place in our minds where we find a sense of control and where the world immediately around us has a sense of order. This is a personal place that we design through our thoughts and habits.

Business owners live in comfort zones because every day that we report to work, we are confronted with challenges that have been created in the building of our businesses.

Transitioning a business requires that you step out of that comfort zone and

develop new patterns of thought geared around your transition.

Changing the way that one thinks is a difficult task. This is particularly true for busy business owners because we habituate ways of acting, much like the manner in which we drive our automobiles. We do not consciously think to hit the accelerator, look over our shoulder and slightly turn the wheel when changing lanes – we simply do it by habit.

In 1960, Dr. Maxwell Maltz wrote the following in his best-selling book, Psycho-Cybernetics:

“[like changing lanes in a car] . . . in much the same way our attitudes, emotions and beliefs [towards our businesses] tend to become habitual. In the past we ‘learned’ that certain attitudes, ways of feeling and thinking were ‘appropriate’ to certain situations. Now, we tend to think, feel and act the same way whenever we encounter what we interpret as ‘the same sort of situation.’ What we need to understand is that these habits can

be modified, changed, or reversed, simply by taking the trouble to make a *conscious decision* – and then by practicing or ‘acting out’ the new response or behavior. The pianist can consciously decide to strike a different key, if she chooses. The dancer can consciously ‘decide’ to learn a new step – and there is no agony about it. It does require constant watchfulness and practice until the new behavior pattern is thoroughly learned.”

Dr. Maltz was talking about *choosing* to change our behavior. And I submit that formulating a proper transition strategy can be as easy or as difficult as we choose to make it.

So, what can we do today to address this comfort zone challenge? The answer is that we can make a commitment to learn about HOW to transition a business. We empower ourselves to control our transitions only when we make a commitment to the endeavor. Transitioning a business has a unique set of rules and decision-making criteria that must be internalized and habituated in order to produce the best result.

A commitment to learning HOW to transition a business will ‘reorder’ your thoughts and actions towards the eventual achievement of your transition goal. Devote at least thirty minutes per week towards doing a little research on ways that you can transition your business and you will begin to change your thinking. Thus, you will change your habits and will be prepared to meet the challenges of your transition with a mind that is ready for this new action.

For more information about forming good transition strategy habits, visit our website, [OwnersEdgeLLC.com](http://OwnersEdgeLLC.com). We are ready to assist you with beginning the process of transition strategy planning and breaking the cycle of merely running your business.

Regards,



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## Where should you start?

### Owner's Edge can help in 3 major ways:

- **Are you ready personally?** We will help you articulate your personal and family goals, assess your emotional readiness for a change and estimate your family's financial needs for the future. To understand how much your business may be worth today, we will compute a range of values as a financial guide.
- **Is your business ready?** Owner's Edge is experienced in getting businesses ready for a sale or transfer. Our Operational Assessment™ will identify and prioritize what your business needs to change in order to be saleable, transferable or to grow to a higher level of performance.
- **Is your business poised for growth?** Our strategic CFO services help you focus on the strategies and actions that provide the highest return on investment and get you to a higher level of performance. We help you create and act on the metrics that really drive business performance.

**Call Owner's Edge for a no obligation consultation today.**

*About Owner's Edge:* Owner's Edge is a business advisory and consulting firm specializing in helping business owners articulate their vision into measurable strategies and operational actions needed to make their profits sustainable and their business transferable. We are one of the few advisor firms in the nation that can provide a formal and comprehensive Transition Strategy Planning service for business owners. Call us for a no-obligation consultation today.