

## 4 Reasons to “Cowboy Up” NOW!

*It's so tempting, isn't it? It's that time of the year where we want to put work on “cruise” for a couple of months. You have worked hard the first half of the year. Seems most of your team has a general direction in purpose and there is a strong line-of-site on revenue for the next few months. You tell yourself you deserve a little “down time” until the pressure of the fall kicks in with budgets and vendor negotiations. **DON'T DO IT! Cowboy Up!** Now is the time to get the most important, albeit difficult, work on your business done. Your team is watching and the difference between a good year and a great year is often on the line.*

*Please, don't get me wrong. Each of us needs to take a week of vacation with our family and have real connection and white space. What you don't want is the classic “shift it in neutral” behavior for the summer.*

Here are my four reasons/suggestions on why to have that “Cowboy Up” discussion with yourself and often your team. These steps will make a huge difference on the financial and cultural results of your business year.

1. When **you** go into ‘cruise’ mode, so does your team. Extended periods of time off for the leader is contagious, and everyone else begins to fall into the same trap. Both you and your team need to raise your game of accountability. Get the big things done and expect the same from your team leaders.
2. Spend a few hours reflecting on what you have or have not accomplished so far this year--initiatives or operational changes you have incorporated or enacted. Check in on progress or success so far. What needs more resources? What needs your leadership time? What conversations need to be had? Don't avoid this important process. Ask for evidence of the results. You may be surprised by what you find-or don't. Sometimes it's a gentle reminder. Sometimes it's a ‘fanning of the flame’. Other times it's resurrecting the dead.
  - Build a list and post it for everyone to see. “We need to accomplish this by this time. It will impact this and is important because...”
  - If close supervision is needed on a task or project, assign a leader.
3. Build your list of the most important needs of the business. Think high level, long-term. You will often know it's the right thing if the task looks difficult or uncomfortable. You may need to have a difficult conversation. You may find you need to stop doing something, or maybe a sacred cow needs to be slain. These tasks are what truly represent “Cowboy Up”.
  - Once again, design a phrase or theme for your “Cowboy Up”.
    - I will no longer tolerate these behaviors!
    - Leadership requires thinking ahead. Do I have the right leaders?
    - We will no longer spend time or money on \_\_\_\_\_!
    - I will do this \_\_\_\_\_ work until we can find the right person to own it! It's a temporary sacrifice for long-term success.
4. You have half of the year left. Changes now can have huge impacts on your business for the balance of the year. Don't be afraid of the work. Face it head on.

If you or your team would like or need a facilitated day to establish your “Cowboy Up” for the balance of the year, please me or our Growth Guru Assistant Julie at [juliej@growthguru.com](mailto:juliej@growthguru.com) a note. We will arrange a time as soon as possible.

Have a restful AND productive rest of your summer!

Sincerely, Rick Faber  
Guru / Founder