



**The sound of failure is such a familiar sound;
it can be found in the center of excuses.**

—Doug Firebaugh

What's YOUR excuse?

There are two types of people in the world: those who are successful and those who aren't (but who always have a long list of justifications for why not).

These rationalizers make their mothers crazy, drive their mates to distraction, exasperate their co-workers, and force their employers to find a reason to fire them. Oh, the sob stories they tell: *the teacher didn't give me the permission slip . . . the mower is broken . . . traffic was so bad . . . I didn't have time.*

Excuse makers have one characteristic in common—they have adopted the “*it's never my fault*” mantra, shifting liability to anything and everything, but refusing to ever point the finger at the real culprit—themselves. They stomp their feet about the unfairness of the boss, resort to cheating instead of studying for a test, or complain about those rich, undeserving, “one-percenters.”

The simple truth is that successful people are more productive than others. They don't whine—they work. They don't complain—they get creative. They put their energies toward solutions, not finding ways to weasel out of responsibility, leaving the “doers” to take up the slack.

The temptation to make excuses is a constant battle for everyone. Effective people refuse to go there. There is a huge difference between a legitimate reason for something gone awry and a lame attempt to place the blame elsewhere rather than on one's own lack of motivation, procrastination, or failure to prepare.

Trust me. If you are an excuse maker, you aren't fooling anyone. The problem for the rest of us is that most of you are really likeable people so it's hard to stay mad at you, but you give us ulcers from the frustration!

So the next time you are at the crossroads of “action” or “excuse,” remember—we all get bad breaks, but no one else is responsible for your demise. And no one but you can be cause for your success. Become one of the vital few with a “*no excuses*” mantra and see what happens. I think you'll be pleasantly surprised at the results.

If your company needs to create a culture of responsibility, developing people who are accountable to themselves and your team, call us at MasterThink. That's our specialty!

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