

Expert Tips & Tactics

Selling: Intent

We talk a lot about motivation, goal setting and taking action so why is it with so much business development information available that businesses do not exponentially mushroom?

I have said in previous columns that the answer to my question relates to shaking our collective and individual selves out of our comfort zones. Often we need a paradigm shift to get dislodged from where we are and put on a trajectory to where we need to be headed. Change comes from the constructive stresses found by living on the edge of your comfort zone, not living within it. Recently, however, a new set of thoughts have been stirring in my mind, which can be related to the notion of *Kime*, a Japanese word meaning ‘to act with decision.’

It is not sufficient to set goals, in fact I’m not even sure that setting *rigid* goals is a good idea. Setting *rigid* goals tends to make us closed minded. It may seem like a semantic point, but I like setting a definite intention or a direction (in the sense of Goethe’s famous quote) and then being attentive to the opportunities that flow out of the decision tree.

Anyway, back to my original point: *Kime*, ‘to act with decision.’ Let’s say we have a goal or a direction in which we want to move and we take action; this is where real intent, or *Kime*, comes in.

Perhaps it’s time for an analogy: In the martial arts, you can attempt to break a board or you can break a board. To an untrained observer the difference between the two actions would be almost imperceptible, to an experienced instructor; the attempt would be obvious in the posture before the student even begins to move toward the board. It all comes back to *Kime*: To act with decision.

So let’s bring it home to your, or even my, business. There are things that we do with intent, with real *kime* that can either propel us forward or, which hold us back. Make no mistake; *kime* can be just as effective at holding you back as it can be as pushing you

ahead. It's not that I don't break the board, it's not even that I didn't intend to break the board, it's that at the level of kime *I had the intent of not breaking the board*. Ouch!

I have a very clear image of where I want my business at this stage of my life and my 'kime' settles around that intent. The actions that have power in my business are those that flow out of the kime-driven actions that are, in turn, congruent with my vision and intent for the school. Everything else fails.

Now, let's get something crystal clear here: My trajectory for the business is exactly that, a trajectory...for now. It will change over time as my intentions for my business and for my life's work change. What is important to me is that my actions are in conformity with my current intentions, only then will they acquire power and purpose and create forward movement in my business and for my students.

Each of us has a personal trajectory. Some of us want to run huge corporations; some of us will be happy if we have a dozen clients and we work from the back of our garage. It is not a matter to be judged, each model has the potential to be massively successful...or massively unsuccessful. Big business can fail just as miserably as the small business owners. The small business owner can be as successful in their chosen area of performance as the big corporations. The arbiter of success will be kime: The actions taken with decision. Kime is about intent. Running a successful business is about intent. What do you want to achieve? Where do you want your business to go? What are your real intentions? What kime are you putting into it? Are your actions in conformity with your intentions? If they are not, then they will not work for you.

Kime in business is about honesty in action, it is about the integrity of your business plan. Know what you want and move in that direction, be aligned and be honest to your true intentions.

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