

# Bringing Out the best in others

SALES • COMMUNICATIONS • EMPLOYEE EFFECTIVENESS • PERSONAL GROWTH

## The One-Percent Solution

by Alice Wheaton

By the time we are in our 20s and 30s, our strengths have served us well and now is the time to leverage our weaknesses. Although the task of tackling our weaknesses seems daunting, the feeling of staying stuck is even worse. We fail to realize that a weakness is a strength that has been taken to the extreme. For instance, a person with an exaggerated need for justice and fair play may demonstrate positive trait by becoming a busy body that no one wants to be around.

Ten years from now, whatever you decide to do, you will be ten years older. Why not use that time to move forward instead of being stuck in a state of remorse, disappointment, and doubt? Why not leverage these feelings to improve your potential gain?

Review the checklist below and claim any of the common weaknesses that sabotage success.

- When confronted, I justify and defend my behaviors and myself.
- I have poor questioning skills.
- I have poor listening skills.
- I am a perfectionist, forgetting that *perfectionism is a crime against success*.
- I am inconsistent with time management.
- I am moody and prone to pity myself. In the process, I resent others.
- I want to increase my sales, yet I avoid cold calling and prospecting.
- I am uncomfortable with silence and talk too much.
- I am not able to express myself in writing.
- I am a people-pleaser. I need to be liked, and so to avoid confrontation I over promise.
- I do not follow up and therefore lose opportunities.
- I am unable to communicate clearly my intentions, ideas and direction to my team, clients and myself.
- I am terrified of public speaking; my presentation skills are less than professional.
- I am unable to be assertive and ask for that which I want.

When most people identify a weakness they want to transform, they can become overwhelmed about the daunting task ahead, see no end in sight, and abandon all efforts. That is where the One Percent Solution comes into effect. By *consistently* working to improve only one percent a week on any challenge, the law of compounding interest applies and at the end of one year, you will have improved by 68 percent.

Here is an example of compounding results: If I offer you a penny a day and promise to double that penny each day, would you work for me? Most people would say *no* because they do not understand the potential of a penny doubling over time. Allowing

yourself to improve one percent a week has the same potential, whether applied to your earning power or to life in general. Everyone has weaknesses. Those who are smart learn to put a plan of action in place to offset those weaknesses and transform them into strengths, one percent at a time, and one week at a time. This is *the one percent solution*.

If one percent a week is compounded over one year, you will have 68 percent gain at the end of that year. Keep improving one percent a week for two years and you will have over one hundred and eighty percent improvement! If not now, when?

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