

## Choose Your Rut Carefully!

My recent observations of a seriously challenging drought in Australia, commitment from New Zealand clients who've recently expanded now determined to "tame the tiger" and restructure and expansion in our own business is highlighting to me the importance of being in the right business to prosper in tough times.

My thoughts are around the old adage that you should "choose your rut carefully as you may be in it for a long time"! This is particularly the case with business development which can take a painfully long time to deliver results - or at the very least experience economic or climatic events that bring rapid unexpected change. These times bring out the best in people. While they are no doubt character building most would argue their character is adequately built and they don't need any more personal development of this type.

Thriving on adversity is more driven by how you react to what happens to you than what actually happens to you. Making sure challenges come in an area that suit your passion and skills means a much better chance of progress under pressure.

This highlights the importance of business plans and strategies that reflect what you stand for and what you are prepared to make a sacrifice for. Battling to achieve a meaningful goal – something that is more than just about money – will bring the best chance of getting through.

This illustrates an absolute truth in my view. That is that successful businesses are about a bigger picture than just financial results. When your operation is delivering sound lifestyle and job satisfaction it's always possible to get through tight times. For those trying to succeed in a business that no longer interests, excites or challenges them, the chances are much slimmer.

Values based planning and effective alignment between who you are and what you do is critical to success. People who turn adversity into opportunity through their attitude illustrate that.

A Focus on areas of control rather than areas of concern is the second component of a winning strategy. Smart people work on what they know they can change and have the wisdom to know and accept what they can't. They work on what can make a difference and eliminates the risk of swimming upstream. This provides natural energy and synergy to keep moving forward.

If your attitude determines your altitude, you will find staying optimistic and realistic a whole lot easier if you are working on something that really captures your imagination, passion and values.

I'm grateful to those who bring this lesson to life!

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