

Winning Isn't Everything

Hard to believe in this dog eat dog world, but sometimes winning isn't everything. There are some victories, which we often pursue for the wrong reasons, that wind up costing us more in time, energy, commitment, resources, and focus, than we can afford to lend without disrupting our other, more worthy, pursuits.

Each of us has encountered – indeed created – problems that would have been easier to avoid than they proved to defeat. And who among us hasn't chased solutions that wound up more expensive than the challenges they were expected to address?

Whether you seek to win or simply default needs to be a function of the value of the win as it relates to your overall plans and strategies. Dedicating resources and brainpower for unnecessary victories reduces the availability of these critical elements when the real need to win arises. Winning is a strategic decision and an instrument of good business. Don't pursue the win for the sake of winning. Pursue it because it is a stepping stone to the ultimate win – higher profitability.

Sometimes we see winning as the sole objective and it blurs our vision of the very purpose of our triumphs. When we do that we don't even see how much we actually lose.