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INSIGHT

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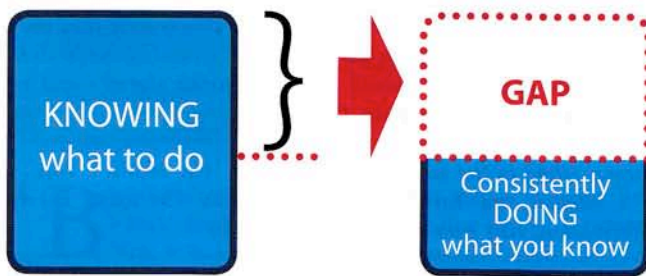
True Colours of Christmas... Was **Santa**
Always a **Big, Jolly Man** in a **Red Suit?**

What Is Your Biggest Gap?

By Rajeev Dewan

In today's age, the lack of information or knowledge is not an issue. Thanks to advancements in technology, we are only a few clicks away from accessing knowledge about anything and everything. Rather, the biggest dilemma we face is to consistently act on the knowledge we already have.

I call this 'the biggest gap' for most human beings – the gap between **knowing what to do** and **consistently doing what you know** or, in other words, 'The Knowing-Doing Gap'.



To what extent does the Knowing-Doing Gap apply to you? Let's look at some very basic, common examples:

- You know that exercise is good for you, but do you exercise regularly?
- You know that saving money is good for you, but do you save regularly?
- You know that meditation is good for you, but do you meditate regularly?

From your personal experience, what else can you add to the above? What other areas do you have a Knowing-Doing Gap?

I will soon explore the reasons that prevent us from closing the Knowing-Doing Gap, however, before proceeding further, I recommend you select a specific area where you have a Knowing-Doing Gap you want to close. By having a specific example in mind, you will gain a more thorough understanding of the reasons why you have not closed your gap and also what will help you to progress.

The Knowing-Doing gap that I want to close is _____

What Prevents You From Closing The Gap?

The million-dollar question is: 'What stops you from consistently acting on what you know?' There are five reasons:

1. Not wanting it badly enough. The precursor to all action is desire. If the desire to close the gap is not strong enough, then there are millions of excuses available to justify not taking action.

Describe and assess your situation. On a scale of 1 to 10 (1 = not at all, 10 = totally), how badly do you want to close the gap?



2. Not willing to pay the price. Even though the desire may be strong enough, if you are not willing to pay the price, then it is always easier not to take the required actions. What is the price you may have to pay? It may include:

- Getting out of your comfort zone
- Changing your beliefs
- Forming new habits
- Learning new skills
- Investing time, money and energy
- Delaying your need for instant gratification
- Overcoming fear

Assess your situation. On a scale of 1 to 10 (1 = not at all, 10 = totally), how willing are you to pay the price for closing the gap?



3. Not taking the first step. Some people want it badly enough and are mentally willing to pay the price. However, they never take that first step. They never make a start. They get caught up in the 'I will do it someday in the future' scenario.

Assess your situation. On a scale of 1 to 10 (1 = not at all, 10 = totally), to what extent have you taken the first step?



4. Not taking the subsequent steps. Some people want it badly enough, are mentally willing to pay the price and even make a start. However, they do not follow through after they start with the subsequent steps because they get distracted, become bored or just lose the burning desire.

Assess your situation. On a scale of 1 to 10 (1 = not at all, 10 = totally), to what extent have you followed your first steps with subsequent steps?



5. Judging too soon. Some people want it badly enough, are mentally willing to pay the price and even take the first and subsequent steps. However, when they do not see results within the time frame and/or in the form they expect, they start to have doubts and begin to judge. This judgment is usually in the form of questions such as: 'Is this worth it?' or 'Am I doing the right thing?' Often, this causes people to re-evaluate, rationalise and maybe give up, even though they may have been very close to experiencing all the rewards!

Assess your situation. On a scale of 1 to 10 (1 = not at all, 10 = totally), to what extent may you be judging too soon?



How To Close Your Biggest Gap

Now that you know what is holding you back from closing the gap, let's explore how you can make progress in this area.

1. Develop a strong enough desire, a strong enough 'why'.

- Ask yourself: 'What would increase my desire to the point that having the gap is just not an option?'

- Once you have answered the above question, do whatever it takes to put into practice what you came up with.

2. Be willing to pay the price.

- Identify the price you need to pay.
 - o Who would you need to be?

- o What would you need to do?

- o How would you need to live?

- Pay the price.

3. Take the first step.

In the words of Greek philosopher Aristotle: 'The first step is what counts. First beginnings are hardest to make and as small and inconspicuous as they are potent in influence, but once they are made, it is easy to add to the rest.'

- Identify the first few steps that you can take in the next 24 to 48 hours to make progress.

- Take the first steps.

4. Take the subsequent steps.

- Being in motion is what creates momentum.
- Do something every day - no matter how small - to maintain the momentum.

5. Do not judge too soon.

- Be persistent.
- Be patient - you may have to wait for the results. In the words of Norman Vincent Peale, the father of positive thinking, 'It is always too soon to quit.'

Closing 'the Knowing-Doing Gap' may be just what you need to move forward in areas where you feel stuck. ❖

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