



# FROM THINKING TO DOING: MAKING THE SHIFT

*212-Careers*

Marketers love using time limitations to convince us to make a purchase. They tell us we must act now to get a special price or extra bonuses. That marketing ploy works so well because we all realize one essential aspect of our existence. It's something that transcends age, gender, demographics, and any other aspect of our individual experiences.

Our time is limited.

That's a sobering thought, but it is our reality. Not only are we cursed with mortality, but we don't know when our number will be called. We are usually so busy that we don't have time to consider such weighty issues, but the temporal constraints of our lives are actual, nonetheless.

Do you obsess over time? Obsess might be the wrong word. Do you think about time a lot during your daily routine? Most of us do. One

thing we think about is when we will be able to retire from work and enjoy free time.

Even in retirement, our thoughts turn to time. How much time do we have left? Did we make efficient use of our time? What time should we eat lunch today? When should we plan a vacation?

As it turns out, time is a topic on most people's minds. While you may not need any data to back up that belief, the Oxford dictionary does exactly that. In 2016, they found that the word "time" is the most often used noun in the English language. People who speak other languages aren't immune to concerns about time. Time constraints govern anyone living in a modern society.

People in technologically primitive communities are also time-sensitive. They get up with the sun and go to sleep at nightfall, taking advantage of the sunlight during the day. They time their hunting and gathering practices around the appropriate seasons.

We begin to get antsy if we aren't married by a certain age. We understand that most people don't live past their 70s or 80s. We have time constraints on the job, and if you leave food in your oven too long, it will burn.

Time is a principal influence in our lives.

***"I Need to Think about It a Little Longer"***

Have you ever said that? You probably have, if not aloud. It's smart to prepare and plan. Unfortunately, our inner critic and the best intentions of our brain can take that a step too far. They are working to keep us from experiencing adverse outcomes, and to make that happen, they prompt us to keep thinking and asking questions before acting.

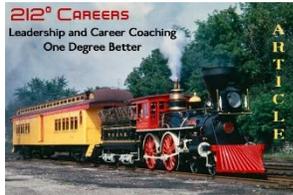
There's an adage that the best time to plant a tree was years ago, and the second-best time is now. Embrace that idea. Outstanding achievements don't happen overnight. They become reality because someone stops overthinking and starts taking action.

By the way, it doesn't matter if your actions are imperfect. Any decent inventor will tell you that failures are necessary for success. Failures teach us what we need to avoid to be successful.

If you remove thinking from the process after spending enough time planning and preparing, and acting, you are moving closer to an outcome. It may not be the outcome you seek, but it gives you data you can examine. Then, you take another step, and another.

You don't need all the answers to enjoy positive experiences, but you do need to take action. You can have all the resources and knowledge to create a dream reality, but if you don't act on them, nothing changes.

Potential is great, but it is also powerless. Turn potential energy into kinetic energy and start achieving results in your life by moving from thinking to doing.



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