

## The 4<sup>th</sup> Quarter of the Game

Did you know that the majority of the points scored in a football game are scored in the last quarter of the game? Is it possible that the Coaches bring in a different, well rested, newly refreshed, harder working team just for the 4<sup>th</sup> quarter? I'm sure they would like to, but I'm also certain that they do not.

October 1<sup>st</sup> marks the beginning of the 4<sup>th</sup> quarter of the year 2002. Similar to the football players who are scoring most of their points in the final quarter, more than 75% of businesses earn the majority of their revenue in the 4<sup>th</sup> quarter of the year. And, let's look at athletes. Did you know that world champion athletes that compete for time, accelerate their performance in the last few seconds of competition?

So, what is it about the 4<sup>th</sup> quarter that makes these results so contrary to the first three quarters?

In studying this in greater detail, these were the main five reasons why performance was intensified during the final stretch.

- the winners have decided their outcome in advance, which is to win
- people push themselves harder when they are highly motivated to action; in other words, the clock is running out and it is obvious that performance is required now.... or never
- performance is increased, intensified, accelerated when there is a fear or threat of loss
- people realize that they only have to exude themselves for a short time period. One of the reasons why people don't try is because their belief is that they have to be performing at ALL times, and that is not the case. Top performance is only required during certain periods. The training and disciplines are all year round, but the push for higher performance is in shorter intervals.
- Great performance isn't by chance. In order to be able to "play the game", you must train to be a player. An ongoing commitment is required to be a serious competitor. Daily disciplines, not once in a while disciplines.
  - o Have you decided your outcome?
  - o Have you set some deadlines for yourself?
  - o Have you evaluated how it could affect your life if you don't get focused now OR intensify your performance?
  - o Are you willing to push yourself for those short intervals to outperform your previous results?

- Do you have daily disciplines that contribute toward your performance and allow you to stay as a serious competitor/performer?

As Rick Pitino says in his marvelous book *Success Is A Choice*:

“It’s the same in the business world. Ask any salesperson. No matter how successful he or she is, a salesperson, will tell you that the failures far outnumber the successes. That’s the way it is.

So, why are such salespeople successful?

Simple.

They persist. They keep working at it. They refuse to quit. They know there are going to be failures, but they also know failures only make them tougher, more resilient. They know that failures are little more than potholes along the journey, something to ride over quickly, avoid the next time, and then keep going on their way.”

So, moving into the next quarter, get into the game. Give it your best. Remember to block those tackles and jump over the obstacles. Go for the touchdown and keep “playing”. You’re life will be rewarded as a result.

“Some people dream of success....while others wake up and work hard at it.”