**Do the Ordinary Things Consistently and You Will Produce Extra-ordinary Results.**

Consistency with the ordinary gives birth to the extra ordinary. The little things that are done every day are the things that really matter.

When things are not going as expected in business and in life, most times we tend to think that there is ONE BIG thing that needs to be done to change the situation instantly and totally. We tend not to consider that what led to the situation at hand wasn’t a one-day event, but the accumulation of a habitual occurrence over a period of time.

Statistics have shown that it takes 21 - 30 days at least to form a habit. Therefore, habits are not instantly and automatically changed. It took time to develop, consciously or unconsciously and it will take time to change.

Whether it be negative or positive, the same rules apply. It took time to develop. Habits of success or failure are the accumulation of daily habitual behavioural activities. It took daily action or inaction of over a period of time to get your firm, business, company to where it is now, so, to have a new result, it requires approximately the same period of time to effect and experience the new needed result.

Nothing happens by magic. In fact, the world is not designed to give us instant results whether good or bad. It takes processes.

It is the accumulation of grinding, daily practice, daily doing of ordinary activities that brings extraordinary results.

You can see this from nature. When you plant a seed you don't expect it to start yielding fruits instantly. It takes time. There are processes involved.

...those that are good in public speaking who are doing it as a profession, didn’t become that good overnight, it took daily practice.

...those into professional sports as a career, didn’t get there overnight, they got to where they are by making it a habitual routine to do the ordinary things required of them.

...those litigants etc. that are really good, that you admire and aspire to be like, didn’t become that good just like that. It took years of consistency and gathering experience from it. It was a process that took time.

Run it through every facet of life both good and bad. Nothing is designed to happen overnight. All have an expected time frame.

Once again, the world is not designed to give you instant results. Results, changes and improvement come over a period of time, consistently doing ordinary things.

The expectation or desires of instant results, instant gratifications leads to a faulty outcome and burn out.

Do not expect instant change, instant improvement in your business. Commit to consistently doing the ordinary things on a daily basis, the accumulation of your consistently doing ordinary things will lead to extraordinary results for you and your firm.

Therefore you need to know the processes, the time frame of the processes and commit to it.

Doing ordinary right things strategically and consistently are the foundations for success in any endeavour. The opposite is also true for failure.

You can always improve your chances of success. Firstly, have your plan or target broken down into quarters, further broken down into months, weeks and daily routine.

Secondly, know the processes and the estimated time frame it will take to get the expected result.

Thirdly, consistently do the daily ordinary things.

Nothing happens by magic. That’s not the way things happen in the real world. It takes processes. It is the accumulation of grinding, daily practice, daily doing of ordinary activities that bring extraordinary results.

*[The thoughts shared here was inspired by Keith Cunningham’s Book “The Road less Stupid.”]*