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Small things have a big impact

I've been thinking a lot about small things lately. Don't get me wrong, I'm not thinking small, I'm just noticing the impact that little things have.

And as important as they are, they are of

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ten the things we avoid. Sometimes it's because we overlook the details. Sometimes it's because they just aren't fun. Other times it's because we are too focused on major tasks and loose sight anything else. Often it because of a lack of motivation. (If it takes a kick in the butt to get us moving, little things get missed. I may be able to motivate myself enough to get going once, but if I need to kick start things every hour, a lot of things will get dropped.)

Small changes are critical

While life shifting changes are critical, it's the continuous (day to day) improvements that have the biggest impact. A paradigm shift may change your life, but it's continuous (small) improvements that create success.

While I've seen it first hand with personal development, I'm also noticing it in other areas of my life as well. For example, the difference between a good sales man and a world class salesman is often minor. The top salesman will research his customers before a sales call. He will refine his presentation and modify it for each customer. He develops a system to maintain information about his customers – the name of his wife and kids, his hobbies, etc.... – so that he can connect deeply with his customer. He uses a system to track opportunities as they work their way through the sales process, through manufacturing, and through delivery.

Each of these things is small and simple. It only takes a bit more time each week to do them, but only 5% of your salesmen do. And it isn't a coincidence that they are consistently your best performers, and often outsell their coworkers by 200% or more.

I also see it as an energy consultant

Today I wrote an article [small changes have a major impact on industrial energy efficiency](#). In my consulting business, most of the recommendations I make cost little to implement but have a high impact on slashing my customers' energy bills. 70% of the recommendations pay for them selves in under a year (many immediately). In fact, only 5% of my recommendations take longer than 3 years to pay for themselves.

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