

# Creative



## I'm Just Not Organized.

### Jeremy Foster

The very word structure scares us. Why do you think that the Express corporation changed the name of their Structure Store to Express For Men? The change probably had nothing to do with those sweet multi-colored sweater vests.

We don't even like to think of the word structure because we think of long tedious hours pouring over

the arduous task of actually organizing our business or ministry. Isn't it funny how the vast majority of organizations are not organized at all. Most of this is due to the fact that we don't like to plan things out like we should.

Someone said, "plan your work and then work your plan." That's a ton easier said than done. It's much less complicated to move our business or organization ahead one day at a time and take things as they come than go through all the rigors of goal set-

ting and organization. The problem with this mode of leadership is that we inevitably run in crisis mode the majority of the time, frantically hopping from one explosion to the next.

The number one problem that I often encounter on the road is this, "Well, Jeremy, I'm just not an organized person." If that is your mantra, then say this out-loud, "I'm not organized, I'm just lazy." We organize our outfits each day, although some of us could use some help in the color depart-



# GET CREATIVE

ment, for the most part we get the basics right. We organize the route that we will take to get from home to the office every day, so what's the problem? Laziness is the issue. If you want to have success organization is not an option it's an obligation.

The key to organization is understanding why we have to organize. I can show you the "how to" all day long, but if you don't understand the reasons why you need to organize, you'll fail to take the necessary steps to make it happen. Most people automatically assume that they have the "why" in place and therefore don't even hear the "how to".

### Flying the friendly skies

Have you ever been sitting on a plane and really listened to the flight attendants spiel about emergency exits and water landings? Of course not, no one really listens, it's just not cool to be attentive when we are being given information that we assume we should already know.

I did hear of one Southwest flight attendant who mixed it up a bit, she said, "Welcome aboard Southwest Flight 245 to Tampa. To operate your seat belt, insert the metal tab into the buckle, and pull tight. It works just like every other seat belt; and, if you don't know how to operate one, you probably shouldn't be out in public unsupervised. In the event of a sudden loss of cabin pressure, masks will descend from the ceiling. Stop screaming, grab the mask, and pull it over your face. If you have a small child traveling with you, secure your mask before assisting with theirs. If you are traveling with more than one small child, pick your favorite."

More often than not we are lulled into comfort by the monotonous sound of the same speech we have heard time and again.

The same thing happens with us in business, ministry, or just life in general. We get so caught up in just doing the normal things that we don't get the "why" or the "how to" in place and when crisis comes along we just hold on to the nearest thing and scream.

I encourage you to sit down and articulate why you do what you do. This will help you in a myriad of areas:

### The 5 Why's of Organization.

1. *Organization solidifies our purpose.*
2. *It brings personal satisfaction and a sense of accomplishment.*
3. *Our team members will work smarter not harder.*
4. *Our customers deserve it.*
5. *We will only go so far without organization.*

Some people have the "why" in place, they just don't want to invest the time in the "how to". There are plenty of books, CDs, DVDs, and countless seminars where you can get the "how to", but it all comes down to the "want to". We do only what we are motivated to do.

According to a Michigan State University study, 97% of the faculty members and staff who bet \$40 that they could stay with a six-month exercise program were successful. Only 19% of a non-betting group stayed with their six-month program. I'm not suggesting that you bet your team forty bucks to see who can be the most organized, but I am suggesting that you incentivize the process with some sort of reward.

Recently, Readers Digest featured a short story by Terri Spaccarotelli about incentives. She said, "At

## Lao-tsu

### Leadership Secrets:

To lead people, walk beside them ...

As for the best leaders, the people do not notice their existence.

The next best, the people honor and praise.

The next, the people fear; and the next, the people hate ...

When the best leader's work is done the people say,  
"We did it ourselves!"

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the busy dental office where I work, one patient was always late. Once when I called to confirm an appointment, he said, "I'll be about 15 minutes late. That won't be a problem, will it?"

"No," I told him. "We just won't have time to give you an anesthetic." He arrived early."

Pain is a strong incentive. You need to see and understand the pain of failing to organize your operation. Disorganization leads to miscommunication, which affects your consumers and in turn tramples on your bottom line.

Set some positive incentives for organization and let the negative aspects of disorganization spur you to change your methods.

### Unlocking The Organizational HOW TO



#### 1. Make a list

Sit down and list everything that you do. I'm not talking about a job description, sometimes we get so wrapped up in job descriptions that we forget about task lists. Make a list of all of the tasks that you perform on any given day.

#### 2. Prioritize your list.

Look at your list and use a series of stars to help you prioritize your list.  
1 star – Low Priority

2 stars – Medium Priority

3 stars – High Priority

#### 3. Make the hard calls early.

Return the toughest phone calls at the beginning of the day, that way you won't waste time worrying about it all day long.

#### 4. Work to your strengths.

Identify your strengths and enhance them. Define your work time by doing the things that you are the strongest at. Surround yourself with people who are better than you and let them do their jobs. This method of strength diversity will increase your strengths and provide overall support for your weaknesses.

#### 5. Share your strategy with your team

Let your team know the plan and map out a strategy for implementation. Never hoard secrets so that you will know more than everyone else, you damage the team with that mentality. Share any strategy that works!

If you will implement these five simple steps you will be better organized and more productive.

### Motivation is they key.

"I'm so depressed and I can't get any dates," the 300-pound man told his doctor. "I've tried everything to lose weight."

"I think I can help," said the doctor. "Be dressed and ready to go tomorrow at 8 a.m."

The next morning, a beautiful, intellectual, and very wealthy woman knocked on the man's door. "If you can catch me, I'm yours," she said, as she took off. He huffed and puffed after her.

This routine went on every day for the next five months. The man lost 115 pounds and felt confident that he would catch the woman of his dreams the next day. That morning he whipped open his front door and found a 300-pound woman in a jogging suit waiting for him. "My Doctor said to tell you, that if I can catch you, you're mine."

Motivation will propel you to organize your team. Right now is the best time to begin work on your list, get motivated and organize your team for success.

# Inspirational

# Relevant

# Hilarious

# The Jeremy Foster Show