



MBD^{insight} #42

Defend Your Limitations and Sure Enough They're Yours

Frequently, we encounter individuals who, when challenged with why they continually do things a certain way, knowing the outcome is inherently limited, will defend their position and the thinking driving their behavior. Unfortunately, this is a natural tendency in all of us, since we tend to rationalize what we've done, regardless of the results obtained.

It is seldom the limitations of our behavior that get us into unfavorable situations, but rather the limitations in our thinking. It's a natural tendency to believe that the thinking we displayed in a particular situation was correct. The limitations in our thinking hold us prisoner to our present situations, and defending these limitations ensures we are limited in our personal and professional growth. The ability to self-analyze the thinking process driving your behavior, without trying to defend it, allows you to uncover the limitations that are holding you back. It has been said that ignorance and arrogance is an unhealthy combination. Being unaware of your limitations and/or defending them, is the sure way to inhibit your opportunities in the role of Business Development.

Business Development is a role in which you are challenged to analyze your thinking and adjust your thinking on a constant basis, and to adjust your behavior to move past these limitations. Defending your limitations assures they will stay with you and revisit you at a time when you are most vulnerable.

The MBDⁱ Business Development Process® can help you discover and eliminate your limitations in revenue generation.

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