



Goltz by Jay Goltz On Business

Sometimes You Have To “Kick Butt”

Most people in the frame business are not “Type A” personalities—hard driving, take no prisoners, get out of my way personalities. Many are happy with the state of their business and don’t have to change a thing. Many, on the other hand, would not only like to grow their business more, but through going to classes, reading books and talking to others, know what they need to do. They just don’t do it.

I’m not talking about procrastination. I’m not talking about being too busy. I’m talking about the things that are painful—telling one of your staff that they can no longer be late regularly, they need to dress better, or they need to clean up at the end of the day. Maybe none of the above. Or maybe they just need to be fired. Many people find this kind of confrontation extremely uncomfortable. So uncomfortable in fact that they avoid

doing it. It’s natural. It’s also very detrimental.

It’s bad enough that we do wrong things when we don’t know any better. I’ve said it a hundred times—“I’m doing the best I can.”

When something is not done because of this natural avoidance, there’s only one reason: you’re a wimp. Maybe that doesn’t bother you. Most people are wimps sometimes. Many people are wimps a lot of the time. But I have a new concept—don’t be a wimp all of the time.

Make Monday “Kick-Butt Day.” Get resolve. Look yourself in the mirror and say, “I’m not going to be a wimp. I’m going to get something done.” Whether it’s having a frank conversation with an employee, telling a vendor that you are upset about something, or confronting your landlord

about an issue that has been long neglected, you owe it to yourself. You owe it to your family. You owe it to your customers.

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I'm not a psychologist and there are probably many reasons people avoid confrontation. I can only tell you this. Confrontation is not a bad thing. It's a healthy thing. Maybe you feel guilty about whatever it is you haven't been confronting. There is probably no basis for this misplaced guilt. You are in charge of your company and you have every right to have the expectation that things will go your way. It's the American way. You don't have to be rude or nasty about it. You just have to be direct.

Another reason you might avoid this confrontation is fear. This is where you have to think unemotionally. Maybe you are afraid. Afraid of what? Frequently, people are glad you are being honest with them. Often a fear to confront people is rooted in anxiety. There is no real basis for it.

The only other reason I can think of that people don't confront others is that they want to be liked by everybody. You have to remember, half the people in the United States did not vote for the President. And still, the country continues to operate. Yes, there is a difference between a country and your business, but the concept is the same.

Years ago, I got over the idea that all of my employees need to love me. Sure, many do. Many like me. And I'm sure there are some who have no use for me. I've come to understand that it comes with the territory of being the boss. I've also learned that there is no pay-

back for being a wimp. Unless you think it makes you a nicer person. It doesn't. It might just make you a loveable loser.

Don't hate me. I've told you this for your own good. ■

Jay Goltz, Business Editor, started Artists' Frame Service in 1978 fresh out of college. AFS now employs 120 people at its main location in Chicago, IL. Goltz is also the founder of FramerSelect. He has received numerous business honors and is best known for his straight talk on how to succeed in business. He has taught at the National Conference