

Can You Really Expect the Results to Be Different?

By Darren Root, CPA.CITP, CGMA

According to Albert Einstein, insanity is “doing the same thing over and over and expecting different results.” Can you relate to this statement? Have you ever felt trapped by the business you created?

You got into your practice with the best of intentions, whether that was running a professional accounting firm, a bookkeeping and tax practice, or maybe a QuickBooks® consulting business, and now you’re frustrated. You’re frustrated because you keep doing the same thing over and over again and expecting different results.

While knowing how you got to where you are is important, the real question is, “how do you get to where you really want to go?” There are three perspectives to draw on as you consider your future. The first is the Past, the second is the Present and third is the Future. Let’s take a moment to examine each of these, in order of importance:

Future

Your future can be whatever you decide you want it to be. If I said I wanted my future to be made up of only quality clients, providing them services that weren’t largely dependent on me and delivering those services using mostly (if not all) cloud-based technologies, then that’s a clear picture of how I want my future to look like. I may also want it to include a really cool brand with a tightly integrated web platform, as well as the ability to provide services that allow me to work when, how, and from where I want to work.

The idea here is to create a very clear picture of what you want your future to look like, because having clarity about your future is the first step in actually achieving it.



Present

Your present is what is happening now; it’s what enables you to make changes in your life and your business to accomplish your future. Your present is powerful, and if you organize and plan appropriately, you can shape your life the way you want it to be.

Understanding how you spend your present will determine what your future will be like.

Past

Your past is important because it provides knowledge about what’s worked and what hasn’t. You can use the knowledge from the past to impact your present.

It is critical to take time to gain clarity about what’s worked in the past and what hasn’t.

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Having a vision of the future you want, the clear understanding of things that have worked well in the past and creating positive impact through the activities of your present, will allow you to obtain your future. I know it seems like a cycle; that's because it is! It's the model that will allow you to stop the insanity of doing the same thing over and over, and start expecting the result to be different.

The alternative to this is to wish for a different future, continuing to do the activities of the past because you run into roadblocks and/or fear change. This path will put you in the same cycle you're already experiencing, never attaining a better, more defined future.

So, how do you break the cycle of insanity and embrace this positive cycle instead? I believe it starts with planning. I manage the planning process the old-fashioned way—writing out my plans by hand on the RootWorks Planner, a pen and leather organisational binder that I designed for RootWorks' members. I plan in 90-day increments to stop doing things that aren't working and focus on the activities that provide my organisation and myself energy. Then, I do more of the things that are working.

It's really as simple as that. Through focused planning time on a regular basis and a clear vision of what you want your future to look like, you can achieve your goals and get out of this rut! To recap, start with having a clear vision of where you want your life and business to be, and then gain an understanding of the activities you've done in the past that inspire you and provide you and your organisation with the most energy to produce the best possible results. This is the process that will get you the future you want!



About the Author

Darren Root, CPA, CITP, CGMA, is CEO of RootWorks—a premium membership-based organisation dedicated to helping small to mid-sized accounting firms successfully transform their practices in to Next Generation Accounting Firms.®

Contact him at
droot@root.com

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