

Episode 52 - We Don't Rise to Our Goals, We Fall to Our Systems Transcript

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Welcome to another episode of The Lone Recruiter podcast. I'm your host, Brett Clemenson and if you're a recruiter out on your own. Or just lacking general guidance or mentorship, you've come to the right place. Our episodes are designed to give you the motivation, the advice and the strategies you need to become the very best lone recruiter.

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So join us, grab a cup of coffee and let's take your desk to another level. Now, today, not a long one, probably a motivational one, but a really simple logic that I heard this week that I just went, Yes, that is fantastic. Now we're recruiters. We are super good. We should be super good at goal setting. We know why we're doing this job.

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We know what goals we're chasing. We know what we're going to do with the commission. We know what gets us excited. We know how to celebrate. Yeah, yeah, yeah. I mean, that's the life of a recruiter and if we don't have that, I think a lot of people wouldn't stick around. But I think what we, a lot of the time do forget is the fundamentals that sit underneath of it and how do we achieve those things and the expression that was told to me this week comes from a book called Atomic Habits.

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You've probably heard of it or maybe read it. I've just started it. But the key takeaway from this book, if you were to distill it completely down, is that and this is the bit that I really loved, we don't rise to the goals we set. We fall to the strategies we implement. Let me say that again.

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We don't rise to the goals we set, we fall to the strategies and the structures that we set. And I just think that's so absolutely bang on, Absolutely bang on. I'll give you an example. This has been a crazy month for me. I know I have a lot of confidence and I know I have a lot of energy and I have a lot of, you know, excitement with this podcast and if you work with me, but I've also got health things that come up every now and then, which I talk about quite openly here.

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And I, I am at a point right now where I was it's the end of the month and I've gone like I still am a recruiter. So my metric really is still desk based stuff. And I'm just sitting here going, Oh, I've had a really flat month. I just don't feel great about what I've done. But it

wasn't me thinking about anything specific and it wasn't me actually pointing to anything in particular.

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It was just a feeling I have. I think this is the important part right, sometimes our emotions aren't great, or maybe we feel flat, or maybe we're tired, maybe we're burnt out. Maybe something happens that throws you healthwise for me, it's been a month of illness. I busted my back at the gym and we all know what pulling a muscle does.

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You can't lift. You can't do what you're doing. It just threw me for a spanner. Then after that, about a week later, my eight year old brought gastro into the house. That was fun. So that's another week written off. The week after that I had a head cold, I lost my, I couldn't talk for two days. Two or three days.

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It was horrible. I was coughing. That's the week after. And then this week I am a celiac and I've accidentally somehow along my way, eaten or ingested some gluten and I am just dying like I am just so I'm so tired and I know it's all illness or whatever. And it's not that my immune is low or anything like that.

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They're all actually quite individual and separate events that have just come together in a 4 to 5 week period. So, I'm now at the end of that going, Oh my God, like let me just get back to normality. Right? And so I have these feelings. I have these feelings of woe is me. I don't know if it's been a great month or whatever, but you might recall a previous episode that I've done whereby we have humans have a tendency to forget the things we achieve in a day or in a week, and we have a tendency to remember all of those items that we did not get done or we haven't completed or are yet

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to be completed. There is something inside of us as humans that gravitates to the negative and the negative in this situation in the world that we live in now is our to do list and if our to do list items are still there, we haven't been able to check them off. We are always getting chased by this feeling of I could be doing more, I could have done more, I could.

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I've still got so much to do. And we do have a tendency to forget all of the things that we have achieved and this is not a brag, but I sat down and went, okay, I need to build myself back up. What have I actually achieved this month? And you know, I made two placements, it's enough. It's not amazing.

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It's not terrible. It's 50 grand, you know, I'm happy with that. But I also secured two new recruits for our business, ALRA. You know, so essentially that's two additional recruits that we've done for the business. We've also built our podcasting space. Now, this is just my office coming up in the next couple of weeks, you're going to start to see a new backdrop.

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It's really exciting. It looks amazing and putting the finishing touches on at the moment, but we've been building that out and that's took a bit of time and effort as well. What else have we achieved this month? I built a Build Your Desk. I've written a book essentially, or a learning program which is Build your Desk in 30 Days from scratch, and that is really to help people come into this business and get going as quickly as possible.

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But we're going to release that as well. So if you guys are interested in that. That's going to come out. And again, I'm not trying to sell anything here. My point is when I start going back through and thinking, what have I actually achieved this month? Hell of a lot more than than I gave myself credit for and it does make you feel good remembering or reminiscing those things that you have achieved.

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And I look back at it and I go, my word. Like, how did I get so much stuff done? My future pipeline actually on my desk is looking quite strong as well. And bringing you back to the top of this episode of what this one's about, we can set all the goals that we want in the world, but the moment that we are unmotivated, the moment we are flat,

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we are unwell, we're sick. We all know that goals, we just don't even think about them because we're in survival mode, right? My ethos throughout this month has just been I'm unwell, but I'm just going to fall to the systems and the processes and the things I know I need to get done week in, week out to make it a successful week, week in, week out.

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And I just wasn't recognising that I was still getting through that work. So I'm now at the end of this month, I feel like I've had a shit month. I've actually had a fantastic month. That in itself makes me feel good. But the key point I want you to take away today is if you are the sort of individual, the sort of recruiter that just flies by the seat of their pants, they're all energy, they're all motivation because their goals are big, whatever. Great.

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It might be time to throw a few fundamentals underneath it. And those things need to be your own bits and bobs. But what determines your desk to be a successful desk are going to be things like, I need to get through, I need to get X amount of jobs in a day, a week, I need to get X amount of head hunt campaigns and projects done in a week.

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I need to get X amount of interviews a week. And we know those activities that you can control are going to prop up your month or your weeks, which make your months, which make you quarters, which makes your years, right. And we can't rely all the time on positivity, great goal setting, high energy, because that sometimes depletes when that's usually out of our control.

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We need to be out of fall to our systems and if our systems are strong, they prop us up and the stronger your processes and your systems are and the more reflex and just automated and just, you know, reflex, they are

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the lower your fall will be when you're not feeling great. So that's it.

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You rise, you don't rise to your goals, you fall to your systems. It's a great one to remember. Have a look at your desk. Do you need to build in any more processes? Do you need to look at a calendar and put a little bit more regiment around what you do making sure that you tackle those bits and bobs every week, week in, week out that move your needle if you haven't got enough in place, spend half an hour now and put three items into your calendar.

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Build your process over time and look at it. Tweak it. If it's not working, adjust it. It's taken me a lot of time to do that, but let's not fall too far. If we're going to have a fall, which we all will at some point, make sure you catch at your processes. It's all I have time for you today.

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