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CHUCK TALK: The 'I Quit' chip separates very good from very best

BY CHUCK MACHE

I'm fortunate in my profession to meet and work with a lot of really solid, talented people. I'm constantly meeting new people who are grateful for their opportunities, who they are and where they are professionally. These people are authentic in their approach to customer satisfaction. They don't just practice being honest and truthful, they live it. Additionally, they are focused on their goals and rarely deviate from their true course. They are in the achievement business, and business is good.

On rare occasion I come across people who seem to have something missing. They have all of the above, but they are different than the above. They are lacking something in their personality. It almost always defines them, and it definitely separates them from their peers. There are consequences for this thing that they lack, yet it comes to others so easily. They have surrendered to the fact that they are different, and they are unwilling to change.

Experiencing these people with something missing can be mind blowing. They are difficult to identify from a single conversation. You can't pick them out in a group from observation, and this absent trait can usually be identified by their track record and almost always is evidenced by their current productivity.

Similar to a computer, if the mind is a hard drive and the heart is a program, there is a chip missing from these individuals. They are missing the "I Quit" chip. They have no concept of what it means to give up. The following things do not sway them:

- The enormous odds they face while accomplishing their big, hairy audacious goals. The odds are hugely in their favor in their own minds.
- People's beliefs, perceptions or predictions that they will not accomplish their goals
- Their current place on top of the food chain. They must have more, need to have more and will have more. They are happy but remain unsatisfied.
- They will drop their current strategy and tactics in a heartbeat, having no loyalty to what made them successful yesterday. They change not for the sake of change but because it is a requirement to getting more, an upgrade.

People may finger point and label them as "quirky" or "possessed," but it is that which they lack that separates them from the earlier described well-to-do stable and producing professionals. Lacking the ability to quit is their unique differentiator, their edge over the rest. At same time, they're having a blast. These individuals are far more rare than one might think, and I find experiencing them to be extremely invigorating.

What is the tangible and measurable difference between really smart, hard-working, authentic, grateful top-performing people and the very best? The answer in my opinion: not much and a whole lot. Not much in terms of definition and the attributes they share, and a whole lot in terms of attitude and how they are

mentally wired.

This is what I believe about those missing the "I Quit" chip:

- It can't be installed by someone else. It's alive, dormant or dead. It's an individual choice.
- Human beings don't do what is painful for very long, we seek pleasure. Those that are missing the "I Quit" chip in business are fearless of the pain because they know it is the key to breaking through. It means they are on the right course.
- Those that choose to quit find it too painful to break through to new levels, and therefore are comfortable, and that's okay – for them.
- It is the one thing that separates the very best from the very good.

You may be thinking right now that this is a ridiculously simple message – try harder, work harder, work smarter, increase your intensity and be passionate. You may believe that is the only point I'm trying to convey.

Actually, this is the message I want everyone to have. Those that have the "I Quit" chip fully functioning can still be very successful people. They are just stopping short of something. Those that are at the very top of the food chain, stop short of nothing. If you think that sounds rudimentary, just give it a try.

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