

# COMPLACENCY



## Revisited

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## **More about complacency.**

Complacency may not be as simple as most people think that it is.

Complacency is usually thought of, and talked about as the act of not acting. Complacency is usually associated with being lazy, not caring, being unmotivated, being indifferent, etc.

How many people have you ever worked with that do very little, or nothing, or their work is sloppy and someone else must pick up the slack. These people are doing, but are not motivated, and are complacent about their job.

So what factors into a complacent attitude?

I believe that there is a great deal more that is going on within the mind of the complacent person, and that a simple label (i.e. lazy, indifferent, etc.), only captures the mental packaging that wraps the real reasons for being complacent.

How complex is sadness? There can be many things that make you sad such as loss (probably the most common), illness, medication, unfulfilled wish, and there are probably more examples.

How many sides are there to anger? You're stressed, feel left out, unfulfilled desire, being rebuffed, you get punished, and so forth.

For any given state of mind, there are probably many variations, and reasons for doing what you do, and having the feelings that you have.

Since each person internalizes differently (mental evaluation of a situation), there can be many mixes of feelings that are involved in the way that someone behaves.

Here are a few additional considerations that may come into play.

**1. Complacency is always more than just one thing. First, complacency can be due to not understanding the complexity of some particular issue.**

If you do not understand something, then you find yourself reluctant to move forward.

You spend your time thinking instead doing. You may do a few related things, but you still leave things unfinished because you don't understand how to proceed.

It is not that you don't want to advance forward, it is just that you are not certain how that "Something" is supposed to be put together, or is expected to work.

Consider the dollhouse (or anything) that needs to be put together on Christmas eve. It always seems that the directions are "lffy", and very difficult to follow. So, you are up all night figuring it out.

You know *what* it is supposed to look like from the picture, but the directions have you putting the walls on the roof!

You may have heard, read, and listened to the steps that you know you should take, in whatever venture that you are trying to master, but what keeps you stuck might be that you can't understand a particular part of the process.

You get to that part, and come to a standstill. That part is obvious to some, but elusive to many more. Keep in mind that, alternatively, what is easy for you to understand, is probably difficult for someone else to decipher.

Everyone learns differently. Some people excel in Math, others in Art, still others have an affinity to learn languages.

Maybe you excel in social media, but someone else can create a website that seems to have it all. So, are there any answers?

## **Solution:**

One solution, one that Sean Mize has talked about, is that when you find yourself having difficulty completing something, you can still work on other parts that can be put to use while you figure out how to take command of that “Elusive” piece of the puzzle.

A second solution, one that also has also been discussed in many places, is to simply take what you have found to be a complex issue, and put things together by following your interpretation, right or wrong. You can always tweak things for the better. As the Nike slogan goes, “Just Do It”.

The Caveat: The warning here is that you may experience problems if the project carries a very high-level of importance (i.e. financial, emotional, etc.), if you don’t have the proper things in place. In most cases, **it is usually only something minor that causes major disruptions.**

Even if something is important, and often mistakes are made at higher levels (i.e. the Coca-Cola marketing fiasco when they took the original Coke off the market), the setbacks are usually temporary.

In the case of Coca-Cola, and after the “Dust Settled”, Coke actually ended up gaining some market share after they introduced “New” Coke, which was a separate product.

Bottom line is - **no worries if you screw up!**

It is also important that you receive some assurance of a positive outcome, or your complacency may be further reinforced.

Most sales copy is designed to make you believe that you can do certain things, a certain way, in a certain amount of time - even though you have never done it before.

How many people think that they are “Dumb”?  
How successful are the “. . .For Dummies” books?

## **2. Complacency can also take place if someone does not feel a sense of urgency about what they need to be doing.**

Urgency may be the most common (and obvious) problem that is related to being complacent.

If you feel, or think that you have more than enough time to complete something, then there is no need to rush things.

It have always been amazed at how many people take their health for granted, and seem so complacent about it.

I have spoken with many people, some who have been unhealthy due to poor health habits (smoking, eating, and drinking). In almost every case I hear “I will”, “I intend to”, “I don’t have the time right now”.

For some of these people, they do not consider death as a time limit. Others excuse themselves by saying “I don’t care”, but what they are really saying is “I know better, but have no good reason for my self-abuse.”

On the other side, if someone actually gives you a deadline (i.e. term paper), and you erroneously think that you will have plenty of time to complete the task, but wait until the last minute, then your results may suffer (procrastination is yet another topic of discussion).

For the internet marketer, it may mean no results (even though nothing has been done because everything is so easy - Hah!), and therefore a great number of folks simply just give up.

Wanting, having a desire for, looking, wishing, thinking about, having a great idea, and so forth, are not necessarily going to give someone that necessary sense of urgency.

We know that simply wanting something does not make it happen. We also know that doing something does not always produce results.

Wanting, or doing something without attaching importance (what YOU think is important) to it, can have you "Complacent" for several decades (at least 10,395 days - whichever comes first).

As an old joke goes: "I love work - I could watch it for hours."

**Solution:**

There is none - just kidding. There is always something that you can do.

In this case that something is to get to know yourself. Here, I'll make the introduction.

You - meet Self, Self - meet You.

Okay, now one of you needs to find out exactly what it takes to get excited. What exhilarates you? What do you fixate on? What do you spend most of your time doing? Please, sleep is not what I wanted to hear.

**3. One more issue on complacency is that you may not be able to make decisions, and are very unsure of where you are going, or how you are going to get there.**

This last difficulty is one that I seldom hear talked about. it may not even be on anyone's radar - except mine.

What appears to be complacency is a lack of judgement, common sense, or what can sometimes be a fear (another topic) of making a wrong decision.

It can also be that you just can't decide one way or another, and you find yourself at a mental Impasse.

**Solution:**

If you can't decide what color your header should be, or what size font to use in a blog post, then you have lost your focus on what is important.

When you find yourself in a mental blender, you need to take a step back and look at what you are, and have been, doing. It takes practice and knowledge to be able to sort out what is important, and what isn't.

If you are disorganized, things will also be more difficult for you. You must find some order. When you can't find the things that you need, when you need them, your stress level is likely to rise above sea level, and can drown out rational thought.

Always remember that uncertainty is a good thing, in the correct context.

Uncertainty about walking down a dark alley at night is a logical and safe thought and emotion (you know, that "*Fear*" thing). You simply take an alternative route.

When uncertainty immobilizes your actions, then you have a problem. You learn from your decisions - right or wrong.

Decisions are good things. You make thousands every day.

You decide to hit the snooze button. You decide what your excuse for being late for work will be now that you have overslept.

You decide what to eat. You decide what to wear. You decide when to put gas in your car.

When aren't you making decisions? Are they always right? No! Has the world come to an end?

Hmmmmmm, I'm still trying to decide.

#### **4. Even embarrassment can be a reason to be complacent.**

Most of you probably remember that shy person in your classroom (every class has at least one) who never speaks up, or asks a question. Why?

They are shy, and are unsure of themselves. Maybe they appear to be lazy, and complacent, but are actually intimidated by other students who “Appear” to understand everything.

Most, if not all, of you are students of Sean Mize and have been on his training calls. How many people ask him questions? Not many.

Just how many people want to admit, in front of who knows how many others, that they have been trying for 8 years to make a living (or any money) online, and have failed miserably?

How much courage does it take to ask for help? Most people quit before they ask for help.

Before GPS, men used to drive for hours (in circles & the wrong direction) with their spouse yelling “Why don’t you stop and ask somebody?”.

At some point in your failure (yes, I said it, you have failed), you find yourself going through “The Motions” of marketing. Sure, you continue to write a few emails, write a few paragraphs for a new product idea, or you may even get around to setting up a new squeeze page.

So, where are you at now? **A STANDSTILL!**

You have become complacent about what matters.

It’s great to produce, write, and research, but when you don’t have the answers to your questions, or the guidance and impetus (focus and importance) to follow through, then you remain at a standstill, locked into your self-made prison cell waiting for the next jailor to come by with his key (to success) that will unlock your door for you.

What you have never realized is that all that you need to do is to push a lot harder, in just one spot, for maybe a little longer than you would like to, and the door is going to open - without a key, and under your own efforts.

Yes, you have to know on what part of the door to push. Yes, you have to push really hard. Yes, your arms and legs will tire after a while, but that door is designed to open with the right effort.

Unfortunately, it is all too easy to look out that window at the beautiful scenery, and all of those other folks having fun, and convincing yourself that “This isn’t so bad”.

You don’t find success by becoming complacent about the things that you do. So, you do the same things over and over.

“Well Robert, I have made 7 squeeze pages, 52 products, and I have 12 years of follow-up emails. All on different subjects. Great! But have you sold anything? I guess you really aren’t in business after all.

How can you tell me that I am doing the same thing over and over?

. . . And, isn’t that exactly the point? The questions that you should be asking yourself is:

==> “How successful has each of these 52 products been so far?”.

==> “How many people are opening your emails, or are even on your list?”.

==> “Do you still feel like you are spinning those wheels?”

==> “How are you feeling about your success?”

==> “And by what standards do you measure your success?”

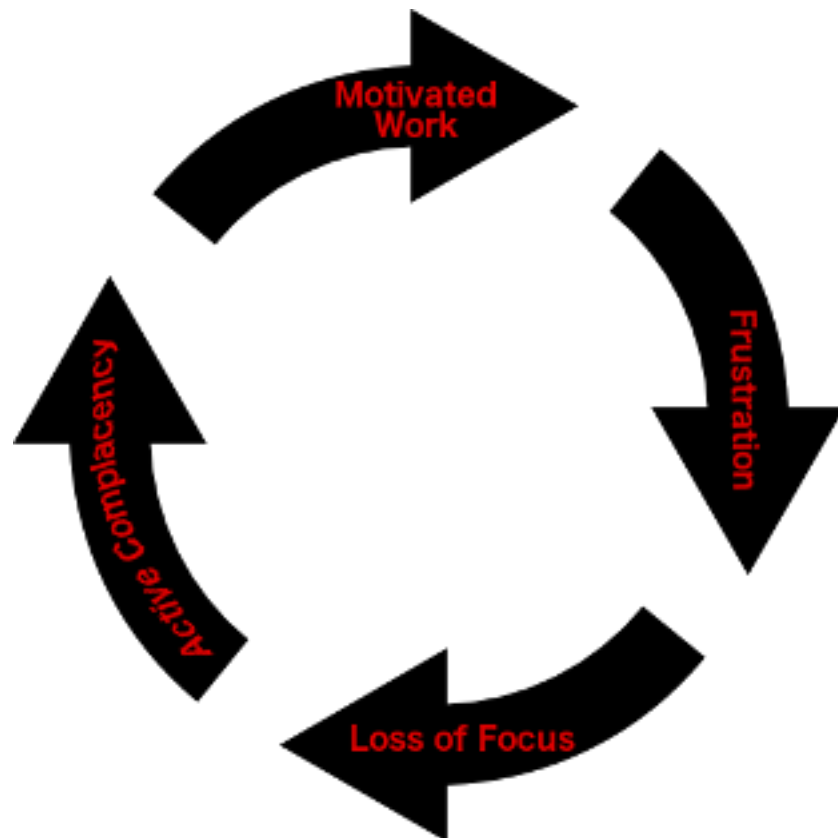
This is what I call a cycle of “Active Complacency”. You are doing things only in part, you ignore your results, and you are complacent about moving forward toward actual results.

This complacency causes a number of things to happen, all of which are not very beneficial. You will likely be at a point where you try the following:

1. You try mentor after mentor, and still get no results.
2. You buy product after product, without knowing if it can help you.
3. With each mentor, and product, you waste more time and money.
4. Frustration turns into “Active Complacency”, and you go in circles.

At this point you decide to “Try” again, and you do the same things, the same way, and then you go back to buying more “Stuff”, Get frustrated, lose focus on what you are doing (you go back to buying garbage), and find yourself being actively complacent and once again, you are left just staring out into space wondering what went wrong.

Here is a visual of “Active Complacency”:



If you are Actively Complacent you will continue to find yourself back where you began.

True, you have done a lot of hard work, and you have created “Stuff”, but who is your “Stuff” helping? Your customers? You have no customers.

Does it help you? No, it only serves to reinforce your complacency.

I am about to offend those of you who are Life Coaches, or are working as Self-Improvement practitioners.

So, if you are easily offended, I suggest that you skip the next few paragraphs.

I make no apologies. and I do not see things quite the same way that many in the world of psychology see things.

You have certainly come across the phrase “It’s not your fault!”

Okay, there are exceptions, but I disagree with this premise.

**IT IS >>> YOUR FAULT!** If you are not performing, if you are maintaining some level of complacency, then who’s fault is it?

I have a step daughter who is 36 years old, and still blames her mother for all of her problems that she encounters. From her burnt toast in the morning, to her being late for work, it is still her ‘Mom’s Fault’. I use this example to illustrate how ridiculous it is to not take personal responsibility for what you do.

Most of us are not in chains with a gun to our head. **We have choices.** When we get taken by charlatans because we did not practice “Due Diligence”, and do our homework, and succumbed to the “Easy and Quick Way” to success, then who is to blame.

Got it! my step daughter’s mom must be at fault.  
Pssst - don’t tell her I said that.

If it is NOT your fault, then why is it that when motivation, focus, and determination takes the place of complacency (that is what I teach people to do), that **progress always follows? Always!**

Of course it is not easy to replace complacency with focused motivation.

It is never simply a matter of flipping that switch to create productivity. The answer lies within each and every one of you who wants to be better at whatever it is that you do.

While self-assessment works, it can also be a curse in that you are talking to yourself. You ask the same questions over and over, and you get the same answers over and over (Active Complacency?).

Why do Psychiatrists go to a psychiatrist?

Why do professional athletes have coaches and psychologists?

Why do lawyers go to other lawyers to defend their rights?

Trying to unlock our own mental triggers that we are all bound by, is almost impossible to do. We tend to think that we know ourselves, but actually cannot “See the forest for the trees”.

Notice that I said “Almost”. You stand a greater chance of winning the lottery than you do trying to provide yourself with “The Right Answers” to problems that you have had for many years, and that have become reinforced over and over with time.

Yeah, someone is going to write me and say “. . . but I did win the lottery”.

Good for you. Now, manage your money by yourself.

Most lottery winners lose everything within a few years.

Enjoy your money while you can.

Many of the lottery winners are now hiring financial advisors to help them with their winnings, and are managing to keep a little in the bank.

To sum things up, there is no reason to continue to starve your ambitions by developing, and reinforcing those habits that

continue to increase your frustration, and promote complacency in whatever form it may take.

When you cannot make progress with your own answers, and your conversations with your friends, or associates are not helping you to move ahead, then consider finding someone who is qualified and experienced in dealing with productivity issues.

If your need is to learn how to drive traffic to your website, then find a coach who knows the ins and outs of making traffic happen.

Don't continue to buy products that tell you that "This software will send targeted traffic to your site on "Auto-Pilot", with no work, and it works 24/7 with *almost* guaranteed income. **It's BULL!**

When you are stuck for hours, days, weeks, months, and even years without progressing toward your chosen goal(s), then maybe it is time to consider doing something different.

Change can be tough, but change will happen regardless of what you do. You have the ability to be either the master of these changes, or the servant.

Complacency will only serve to keep you in chains.

**Don't let this be you**



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