

Covid Complacency



Brought to you by

Performance Psychology Consultants

performancepsychologyconsultants.com

The “Covid Complacency”.

This special edition of the Covid relationship to complacency is something that I see happening to many individuals.

This may also be happening in your life, or there may be things that are causing you frustration (I'd be surprised if there wasn't - especially during these pandemic times).

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 go 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.) which 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 of something or someone special (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 to have 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 trying to figure out which tab is "A", and which is the "C" tab. The directions say they BOTH go into "B".

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 you come to a standstill. That "Part" is obvious to some, but elusive to many more - you for one. 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 at social media, or maybe you are able to create a website that seems to have it all. We all have gifts to give; have you found your excellence?

So, what are some answers?

Solutions:

When you find yourself having difficulty completing something, you are usually stuck at some spot.

Instead of beating your head against a wall (again and again), and working on just that one thing for hours, simply go on and work on another part of your project.

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 you may have heard of before, is to simply take what you have found to be a complex issue, and put things together anyway. Interpret, intuit, right or wrong, but you charge ahead the best you can. 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 (due to all the publicity) after they next introduced “New” Coke, as a separate product.

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

That said, it is also important that you receive some assurance of a positive outcome, or your complacency, fear, and standstill may be further reinforced.

Reading Is Believing

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? Have you ever bought a “Dummies” book? These books sell by the millions. I guess there are a lot of “Dummies” out there. Of course you realize that the name is just a Gimmick.

Back in 1975 there was a product sold called the “Pet Rock”. This rock consisted of a small rock (nothing special) encased in a small box with a few strands of straw for a bed. It sold for \$3.95 (about \$30 in today’s world).

Was this marketer a genius? Actually, his name was Gary Dahl (now deceased) and he was sitting with some friends having drinks when the idea popped into his head. He went with it.

1. You don’t have to feed or walk your pet rock.
2. You can take your pet rock with you anywhere.
3. Take a trip with your pet rock, they love car rides.
4. Your pet rock requires no training.



And so forth.

Some of the reasons you have so many fears holding you back is that you have had some amazing “Marketers” (whom you trusted) give you all kinds of advice about why you should do this, why you shouldn’t do that, or that you can do anything you want - within reason, and by watching their webinar (usually not theirs), they offer something expensive which most people cannot afford at this time, but many buy anyway out of desperation.

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.

Feeling the need to get things done is also why most people fail at goal setting. If you begin the goal setting process to achieve something, then you usually begin with a lot of interest and energy. When you find that the process is taking a lot of time, possibly money, and things are not getting done as quickly as you thought they might be, you soon find that your interest gets to be less and less.

In the end you abandon all of the work and effort that you have put into your project.

If you feel, or think that you have more than enough time to complete something, then there is no need to rush things. However, you also must take the time, and make the effort to follow through on the things that you begin - even if you do things a little at a time. That is really the basics of goal setting. Make things manageable, but don’t “Baby” yourself.

It have always been puzzled at how so many people can 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.

You must decide what will keep your interest.

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 actually a lack of judgement, common sense, or what can sometimes be a fear (another topic) of making the wrong decision (so you make no decision at all).

When this happens you just can't decide one way or another, 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, or what color shoes go with your outfit, then you have lost your focus on what is important.

Maybe you have lost your job and don't know where to turn, or what to do.

When you find yourself in a mental blender, you need to take a step back and look at where you are, where you have been, and what you are doing now.

It takes practice and self-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 for what you do, and for the tools that you work with on a regular basis.

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.

More important than just the things around you, is that you have an organized mind, and that your ability for rational thought is available to you.

When you feel closed in with nowhere to turn, these feelings will likely lead to panic, then fear, then often irrational action, or inaction.

There are three (3) major reasons for inaction.

1. Inaction may happen due to fear.
2. Deliberate inaction where you wait to see what happens with something (such as the stock market). This inaction is calculated risk, and is neither inaction from fear, or inaction from lack of motivation (or laziness).
3. Inaction caused by lack of self-motivation, and you don't (not can't) move your personal "Stick Shift" into drive to make something happen.

4. Your mood can be a factor if you are depressed. That said, there is no one that has not ever been depressed (unless they suffer from some syndrome). This is inaction due to illness, but many still work effectively.

What is complacency, really? It is similar to procrastination in that nothing happens, and you can't make a decision, so you don't try. Why can't you make a decision? Usually due to fear, minor as it may be.

Always remember that uncertainty, and the fear that goes with it, is a good thing, but only 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?

Hmmmmm, I'm still trying to decide.

At this point for many, it may seem like it.

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.

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 & in the wrong direction) with their spouse yelling “Why don’t you stop and ask somebody?”. There have been many jokes involving this scenario.

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, when you feel like it you write a few paragraphs for a new product idea, 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 (that means focus and importance) to follow through, then you remain at a standstill.

If you are an online marketer (or making the attempt) you become complacent in the way that you do things. You do the same things over and over, but never actually follow through correctly. So you tell yourself -

“Well, I have made 7 squeeze pages, 52 products, and I have 12 years of follow-up emails - all on different subjects. How can you sit there and 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 is each of these 52 products?”.

==> “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, 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 one product after another, without know how it will help you.
3. With each mentor, and each product, you are wasting more of your money.
4. Your initial 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.

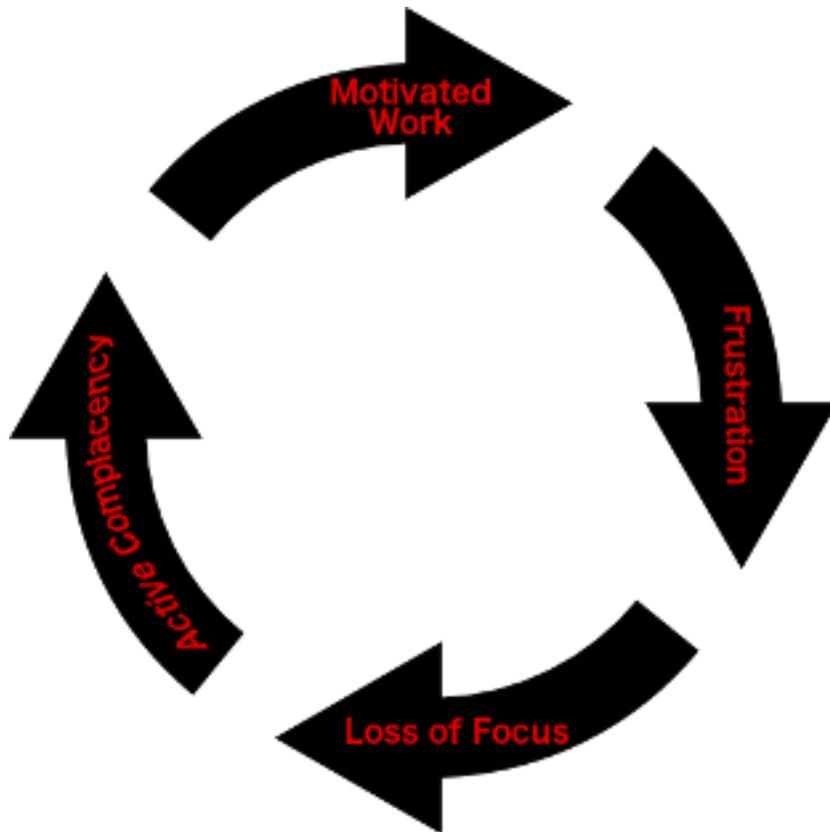
True, you have done a lot of hard work, and you have created “Stuff”, but who is your “Stuff” helping? Your customers? You have no customers.

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 not working to improve, if you are maintaining some level of complacency, then who’s fault is it really?

I have a step daughter who is 39 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 mom I said that.

If it is NOT your fault, then why is it that when motivation, focus, and determination replace fears and complacency (which is what I teach people to do), that **progress and improved success 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?

The reason is that trying to unlock your own mental triggers is almost impossible to do.

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, time and time again.

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

Good for you. Now go manage your money by yourself. Most lottery winners lose everything within a few years. Enjoy your money while you can. You got lucky!

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.

Only you can decide whether or not you will, or will not make the changes necessary to improve on the things that you do.

Maybe you need to work more hours, get more sleep, less sleep, hit the gym more often, study an extra 2 hours each day - whatever it takes!

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



As a former official member of this chain gang, I know that my information actually does work. This information straight from psychology research and some tweaking with a mentor to make it mine, unlocked the chains that held me back.

Oh, I occasionally try those chains on (nobody's perfect) to see if I can still pick the lock, and I always do. It is a good feeling.

The Covid Angle

All of this takes on a slightly different flavor where this pandemic is concerned. This fear is real. You **MUST** take precautions to insure your safety, and that of your loved ones.

People have lost their jobs, businesses, and family members as a result of this viral menace.

Most of these things that are happening as a result of this pandemic, and they are terrible. That said, there are many people who are making a lot of money from this virus, the biggest payday is probably from selling masks.

All of a sudden you see masks that are fashion statements, political endorsements, collegiate supporters, and so on.

Also, the price of even the most basic of masks has gone up about 500%! I find it interesting that in the U.S. the government considers it price gouging when someone sells bottled water at a higher price because it's necessary for survival. Yet, when the mask craze is upon us, and the cost of even a basic mask has skyrocketed.

Is it taking advantage of a situation, or is it just "Doing Business" as usual? Just a little aside here, and then I will let you be the judge of whether this is reasonable or not. Remember that people have been fined and jailed for selling water, generators, and other "Survival" types of items at inflated prices. However, no one is arguing about the mask pricing.

Your Basic “Combat Covid” To-Do List

You may be at a standstill, if not, then I congratulate you.

Many people feel caught at the moment for much of what I have already addressed. So - what to do?

1. Yes, or no? Do you feel that you have the strength to overcome the obstacle(s) with which you are now confronted?

When you are feeling hopeless with no way out, you are probably thinking in terms of the “Same old, same old” that you have been doing over and over, and that’s all you know. Understandable. What is needed is that element of adaptation. Taking some, or all, of what you know and finding a place where people will want what you can offer.

Yes, it takes some thought, but if you are homebound, quarantined, watching a lot of TV, and sitting feeling sorry about things (not to mention yourself), then what else do you have to do but think about some changes you can make.

Write down your ideas - don’t throw away anything, even if it seems ridiculous to you (how do you feel about selling a “Pet Rock”? In 1975 it made a guy named Gary Dahl millions). It’s still being sold.

2. Let one idea feed off of another. This is why you don’t want to throw away any ideas that you write down.

There is an artist who sculpts with elephant feces. Another who skins people when they die, preserves them, and put them in various positions such as playing cards while sitting at a table, or talking on the phone.

And you think your ideas won’t work?

3. Performance is about taking what you have and making it better, stronger, more efficient, and more effective.

The great thing about it is that it makes YOU better, stronger, more efficient, and more effective in the process, even in many other areas of your life.

There is a downside (unfortunately), and that is that you have to actually make the effort to try. Yes, that damnable activity, doing something, and the word you hear strewn about online “Take Action”. The problem is that action is motivation based. There are only a few motivators, but the motivational variations and variables are countless.

There is a process to creating performing better, and it takes a little practice, but much of this is what you are likely already attempting, but are simply going about things incorrectly.

The more you try something and fail, the harder it becomes to even try. This leads to lack of motivation, which leads to complacency or even, like Pavlov’s dog, will push you cowering in a corner afraid to make any movement at all.

The answers are always within you, but it often takes someone else to find them for you, and let you know where they are located.

As a bit of encouragement here (I hope), I am considered an expert at what I do. Even so, I have my human failings, even when it comes to what I know I can and should do.

It took me until now to take action on this Covid virus that has affected so many people. I should have acted sooner as I may have been able to help more people.

I really thought this would blow over much quicker than it has. Then things are not going away, but many people are in trouble, and feeling hopeless and helpless. I finally came to my senses and decided that if you were a valid list sign up, then great. If not, I would find out one way or another. I just didn't want to spam.

The bottom line is that here I am. I have overcome the fears involved with contacting you and getting you this information.

I also know that this information can will help you if you need it and use it, but it also may leave you shaking your head, confused, or having more questions than before you began the reading.

If that is the case, please email me and let me know what you are struggling with so that I can give you some answers.

As the quip goes, "Don't let the bastards get you down"!

Feel free to contact me anytime at:

perform@performancepsychologyconsultants.com

Robert