

How to turn activity into competency

With competency all of your skills become easier, fluid and reflexive.

by **Steve Dailey**

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You have probably heard a well-meaning trainer express that "Activity is the key!" And that's absolutely true – because fundamentally, nothing happens without your feet moving first!

But when you hear "activity is the key", does that cause a vision of arms and legs flying with constant, wild-eyed hyperactive energy as you carve a tornado-like path through each day? Or is that not just a vision but a good description of how you manage your sales success?

If so, it is imperative that you learn right now that activity is only valuable when it has **velocity** and **direction**.

You see it is that combination of velocity and direction that defines competency.

Constantly look for ways to accelerate the efficiency of your actions and over time you will gain *velocity*. Continuous improvement in efficiency results in velocity.

Then, learn to stop and notice the direction your actions are taking you. As you notice direction, you will automatically correct course and therefore your *direction*.

Over time with this combination of velocity (born by efficiency) and direction (motivated by learning and course correction) you will find yourself gaining **competency** the real key to sales success.

With competency, all of your skills become easier, fluid and reflexive.

Rapid Velocity plus the Right Direction equals Competency.

This is Coach Steve Dailey with your Laser Minute
We Coach – You Win.



Steve Dailey is the Founder of PrimeFocus Coaching and AchievementBridge, Inc. Upon graduating with a Bachelor of Science degree in Exercise Science from Colorado State University, Steve Dailey launched his first career as a professional swimming coach. During what he calls a "laboratory experience in human performance, psychology and motivation" he built "feeder" programs for aspiring national level swimmers in Colorado, Oklahoma, Illinois, South Carolina and Texas.

Though rewarding, swimming offered limited financial opportunity so Steve followed his entrepreneurial urgings to launch a business in the field of Sports and Recreation management. Starting with less than \$200, he grew that business to a multimillion-dollar enterprise in only 2 years. Leveraging team building skills, organization development insights and coaching techniques learned on the pool deck, his business grew to serve tens of thousands of customers and employ over 300 people annually.

This success was soon recognized in the local business community as other entrepreneurs began to request Steve's insight on business

building strategies. Responding to this interest, he began to market services as a "Business Development Coach" noting that coaching high level athletes and coaching goal-focused business people had many parallels. Soon, the concept attracted entrepreneurs and business leaders from a wide variety of marketplace segments, business models and stages of growth. Through the process, Steve rapidly honed an array of essential achievement principles that positively influenced success in virtually every business environment. Not incidental to this broad exposure were lessons learned in observing both "best practices" and "lethal errors" in leadership, sales and marketing, strategic business development, human resource management and motivation, financial planning, career advancement, predicting and responding to business trends, corporate ethics and innovation.

As the technology "boom" rumbled to the forefront of the marketplace, Steve then narrowed his niche to coaching early stage technology companies. His coaching model offered valuable input, collaboration and direction to eager executive teams, the new executive talent they were attracting and the venture capital companies that were funding them; all in maximizing opportunities in an extraordinarily fast paced time in business history. Again, more insight was gained - this time in defining critical factors that influence success and failure in high velocity/high risk business environments.

Most recently, Steve has focused his passion for coaching in developing high-yield achievement systems for Sales Professionals, Business Executives and Entrepreneurs that include web-based tools, leading edge coaching methods and executive "coach mentoring" programs where business leaders learn to be effective coaches to their own teams. You can find out more about that at his website: PrimeFocusCoaching.com

Coaching Philosophy

Over 20 years practicing the "art and science of coaching" Steve has truly been on the leading edge of the development of business coaching as a profession. His philosophies have helped shape other professional coaches and coach teams, as well as the success trajectory of the hundreds of clients he has served. The essence of Steve's approach to coaching can be defined by his emphasis on "achievement" rather than simply "personal development".

Steve says, "True achievement is attained only through the experiences one has in producing tangible results while developing new habits in the process. When a person then learns to build and leverage a broad scope of resources toward specific intent, they will win at everything they pursue. A coach's value is defined by the degree to which they can build these attributes into their clients as permanent, reusable tools."

Personal

Steve resides in the beautiful hill country of Austin, Texas with his wife and son. He ranks in the top 10 in the country in Masters Swimming and, having eclipsed the 50-year mark, thoroughly embraces the second half of life as the "better half".
