

Constant Improvements

Complacency in the world of business is almost equivalent to giving up on your business. Nevertheless, a sense of complacency is something that plagues many individuals throughout their professional careers. To many, it seems only natural to coast along when they achieve a certain level of success (Tuchman, 2010). Constantly evaluating your products and/or services after it has been introduced into the market is a key ingredient for success in any market. Over and over again glitches and problems with specific products and services become apparent only after they have been available in the marketplace (Schussler, 2010). Look at some of top grossing companies in the U.S. e.g. Apple, GE, Walmart, and Amazon. These companies are always looking for ways to improve their products and or services because they know the significant of always improving. Ask yourself what if Apple stopped improving their product and just settled on their very 1st I-phone as the only phone it would ever make. What if Thomas Edison decided that his products alone could suffice, and he never merged with Thomson-Houston Company? What if Amazon never offered their Prime services? I believe there is always room for improvements in all services and products, there is not a single product out in the market that cannot be improved. The marketplace is dynamic; it is constantly changing just look back at how social media has transformed how products are used today; look how these products are altered to suit the changes in times.

Even though we know the important of continued growth and improvements to our products and services, we are easily swayed by complacency. Complacency comes in all shapes and sizes, but it always has consequences. Abraham (2015) explains that complacency leads to either self-satisfaction or resignation to things as they are: you either don't' want things to change, or have the mistaken sense that you can't do anything about the course of your life. Some other different forms of complacency are provided below (Abraham, 2015):

- Settling for less than you want
- The "everyone's doing it" attitude
- "I'm just doing it the way it's always been done."

Abraham further explains that the antidote to complacency is courage. Courage provides the entrepreneur the passion for striving for improvements despite the aspect of failure. Being willing to fail, rising to the occasion, understanding that perfection doesn't happen overnight, and knowing your strengths and weaknesses will help your tap into the courage and confidence you need to expel complacency.

"The biggest barrier to business growth is the entrepreneur, who loses the sense of continuous desire to succeed"

Charles Ocici

"SUCCESS IS A LOUSY TEACHER. IT SEDUCES SMART PEOPLE INTO THINKING THEY CAN'T LOSE."

Bill Gates

References

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