



Distinguishing Between Being Interested and Being Committed

Why It Matters

By Kelli Richards

"THERE'S A DIFFERENCE BETWEEN INTEREST AND COMMITMENT.

WHEN YOU'RE INTERESTED IN DOING SOMETHING, YOU DO IT ONLY WHEN IT'S CONVENIENT.

WHEN YOU'RE COMMITTED TO SOMETHING, YOU ACCEPT NO EXCUSES; ONLY RESULTS."

- KENNETH BLANCHARD

We often hear others say they're interested in losing weight, fixing broken relationships or being hugely successful. But the truth is there's no power in being interested in doing something. It's only when we're committed (really and truly, authentically so) that real change takes place. When you're committed you'll do all you can, everything in your power, to achieve a desired result. Whether that's something as mundane as catching a flight or something even more meaningful like being there when your kid is playing in an important athletic challenge.

When you're just "interested," it's amazing how you'll find excuses to put off the things that really matter – but where you've not fully committed yet. Whether that's giving up drinking or serious weight loss or improving your performance on the job, just as a few examples. Not tackling the things you say you want to do has poor consequences across the board – you're letting yourself down, you're letting others you care about down (you can't be counted on to do what you say you'll do),

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- Ludwig van Beethoven

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you're not achieving your desired results, and you could wind up losing your health, your job, or a relationship that really matters to you.

On the other hand, when you're fully committed to achieving a cherished goal or a desired result, that's a reason to get up every morning with energy and focused direction. You're motivated and nothing will stop you from taking the steps you need to take to make it happen. You are a person who can be counted on – who gets things done, and more importantly someone who honors their word to yourself and to others; and it turns out, that makes all the difference.

The most successful people in business (and in other pursuits) are those who play to win; they deliver on what they say they'll do and can be counted on. They pursue their goals with zeal, enthusiasm, conviction and passion – and they don't give up; no matter what. Their faith in themselves and their vision propels them forward despite all odds.

There are countless examples of these types of individuals; look around, many are your friends, relatives, neighbors and colleagues. We admire people who get things done, and who can be relied on to honor their word. They are passionate about a vision, a given outcome or a specific result; it drives them. They're dedicated and they're all in; as in 110%.

Winners are committed – they go the extra mile. Losers talk a good game and say they're interested – but drop the ball. Which are you?

Of course as important as being committed to what you care most about is, it's also critical to consider what you're genuinely not interested in or committed to. It turns out many people have a challenge with saying 'no' to requests (or even to meaningless tasks on their "to do" lists which are best delegated or which could go on a "not doing now" list). That could apply to toxic people in your life and work as well. Pay attention to priorities, jettison distractions and tolerances, and you'll find you have more energy to focus on things you truly care about.

Imagine how much better your life would flow if you actually lived up to commitments that are most meaningful to you. How would your work improve? Your relationships (both personal and professional)? Your health and body image? Your financial circumstances? Your level of success? What kind of opportunities would you then create for yourself? How would you feel about yourself in those circumstances?

Consider what you need to shift from being merely 'interested' to being fully 'committed' to whatever matters the most in your life. What would the impact of that be? What difference would that make to you and those around you? What resources (people, tools, new habits, etc) do you need to help hold you accountable? Whatever they are, identify them and surround yourself with them so that you can achieve & thrive!

Kelli Richards, founder and Managing Director of The All Access Group in Cupertino, is the exclusive provider of strategic connections editorial in Atherton Living and Los Altos Hills magazines. For more information, visit allaccessgroup.com.

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