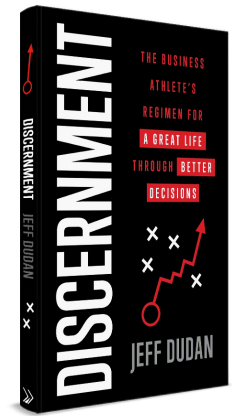


Discernment

The Business Athlete's Regimen for a Great Life through Better Decisions

by **Jeff Dudan**



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THE SUMMARY IN BRIEF

The modern world is filled with opportunities. From the Internet to easy travel, opportunities are nearly limitless for those who are motivated and driven. Because of how many opportunities are at our fingertips, it can be difficult to know which opportunities we should take up and which ones we should leave behind. In *Discernment: The Business Athlete's Regimen for a Great Life Through Better Decisions*, you can learn techniques for finding the best opportunities by making great decisions. Jeff Dudan, the book's author, draws on personal stories and time-tested techniques to help you become a leader and efficient problem solver.

More specifically, Dudan provides readers with sets of tools, models of thought, beliefs, and principles that can help you make the best decision quickly by comparing them against one another. Although written specifically for the business person in mind, any person who wants to be a leader and efficient problem solver will benefit from these techniques. Learn how to become a leader and problem solver that people look to for advice by using the tools and models of thought offered in this book.

IN THIS SUMMARY, YOU WILL LEARN:

- How business is like a game or sport.
- Why discernment matters in the game of business.
- How to become a business athlete in your business.
- How to win the game called business.

The Sport Called Business

One of the most beloved pastimes in the entire world is sports. Sports can motivate people to work grueling hours to perfect their game to become the best player possible. Whether it's the intoxicating environment or passion that comes with rooting for an underdog, sports captivate people worldwide. Brits love football. Americans also love football, but a different kind. Canadians love hockey. It's just that simple. Sports have a profound effect on people that seems almost to be inexplicable.

Oddly enough, business is the same way. There are winners and losers in business. You have to train to become a winner. The score is kept. Some people train and push themselves so they can compete at the next level. This then allows their team to perform and show up at luncheons, proposals, or anything else that might be considered the business game.

In fact, thinking of business as a game is helpful and accurate. You have to learn the rules of the game to succeed and excel. Those who think of business in such a way can be thought of as business athletes. They train endlessly to perfect their game, be the best amongst their competitors, and lead their team to victory.

What Makes a Business Athlete?

Business athletes are those that know how to play the game of business well. Though they might not win every round, they win enough to be revered by their team and other competitors in the industry. From their endless training on the fundamentals of business, they can tackle problems with intelligence and wisdom.

However, business athletes don't ever stop learning. They continue to develop their technique and perfect their craft to continue to be the best. This makes them push themselves to compete and reach the next level in business. Furthermore, business athletes lead their team and carry the ball. They don't sit passively on the sidelines.

As a result, business athletes perform. When it's time for them to make a play, they do it with confidence and discernment, even if they feel stressed or insecure. It is this desire and ability to perform no matter what that separates amateurs from business athletes.

Business Coaching

All impressive athletes have coaches on their side. No matter how naturally talented an athlete might be, their skills

will never fully develop without a coach's help. The coach's goal is to pinpoint weaknesses, fix them, and let their strength shine. Without an intelligent and helpful coach, most athletes won't go very far. The same goes for business.

Any business athlete needs a business coach. Without a business coach, you could fall into the trap of making the same mistake over and over again without realizing it. At the same time, a business coach can help you find your strengths to best use them to score and win the game. Trust experienced and proven business people to coach and lead you to victory.

When Discernment Comes Into Play

All sports are about decision making. When should you throw the ball? When should you run? If you don't know how to make your game decisions properly, you can never expect to grow as an athlete. Once again, the same principle applies to the game of business.

Business is nothing but a bunch of decisions that affect other decisions. To be the best business athlete possible, you need to start learning how to discern between different opportunities that come your way. Whether it's making an investment in a potentially risky but rewarding company or hiring a new employee, discernment is crucial to becoming a successful business athlete.

Intelligence vs Experience

Many people make the mistake of believing that discernment has to do with intelligence more so than experience. Although you need to be intelligent to make good decisions, a lot of discernment is actually a result of experience, not intelligence. If you are taking the time to improve your business game, you are probably intelligent enough, but you might lack experience.

Experience allows you to know what opportunities you should pass up and which opportunities you should take. Certain opportunities will come with red flags that might be subtle or difficult to detect as a newbie. There is no shame in that. You just need to learn how to look for those red flags so that you can discern between what's worth your time and what isn't.

With that in mind, improve your discernment by using your smarts and experience to make well-informed decisions. You need both to succeed. Any person without intelligence cannot make good decisions. Conversely, any person without experience won't know what fact to follow. Find a way

to meld your intelligence and experience so that you make good decisions for yourself and company.

Discernment is a Full-Contact Sport

Whether you're just starting out or the CEO of a company, decision-making is a full-contact sport. Every decision you make will affect someone or something else down the line. The higher up in the organization you go, the bigger impact your decisions make. In fact, some people refuse higher-level jobs for this reason. Being responsible for important decisions is stressful and difficult.

In a perfect world, decisions will be based on stable information that you can count on ahead of time. Unfortunately, business is a moving sport. This means you cannot predict the future, and outcomes are rarely certain ahead of time. This makes high-level decisions nothing more than educated guesses about probable outcomes.

Discernment does not ensure control over the end results, but it allows you to help understand and reduce risks when you decide. That should be the goal of every decision you make: to maximize benefits and minimize risks so you can win the game.

How to Play the Game

If you have decided you want to be a business athlete, it's time to play the game. Even if you are an experienced business person, you should always check up on the game, see how it has changed, and improve your abilities. Here are 6 ways that will help you play the game of business:

1. Learn the Game

The only way to play the game is to know it. You know the game by learning fundamentals about business and constantly pursuing education and improvement. If you don't know the game, it is impossible to win.

Part of knowing the game also means knowing the type of team you want to be. You need to establish what you want to accomplish as a leader. This means that you need to know what discernment looks like in action. There's no way to practice discernment if you don't know what it looks like. As you are learning the game of business, learn the game of discernment too.

2. Know Your Values

Having good discernment means knowing your values and

sticking to your guns. Discernment is often up to a gut feeling. If you are constantly listening to other people's values instead of your own, you can feel lost and unsure of your decision-making process. Know exactly where you stand on certain things so you can be led by your own intuition, not someone else's. Trusting yourself and your values make you different and let you succeed as a business athlete.

Learn your values by reflecting on your life and taking a good hard look at what you want. If you think you already know your values, great, but you should always look back at your values to see how they have changed or if they should change. Take an active look at your values, as well, so you can easily apply them to your business model.

3. Create a Game Plan

Before any big game, all good sports teams practice and create a game plan for the exact opponent they're going up against. Whether it is a harmless game for fun or a national championship, no sports team approaches a game without a game plan. Business athletes should do the same.

Create an active game plan so you can score and win the game. Your game plan should include your natural skills, values, and whatever opponent you are going against. Make sure the game plan is actionable and easy to follow. If it is vague or too intensive, you won't be able to execute it. Do your best to create a game plan that allows you to tackle any situation with confidence and intelligence. This will help you to make decisions.

4. Challenge Yourself and Develop Your Abilities

Once again, discernment is primarily about the experience, not intelligence. The only way to improve your discernment is to expose yourself to a lot of new experiences. This will expose you to business fundamentals so you can have better discernment. The best way to get more experience is to challenge yourself. Don't constantly settle by doing what you always do. Expose yourself to a variety of situations and people, so you increase your experience and have better discernment abilities.

Every player brings something new to the table. That includes you. You have special abilities that no other business athlete has to offer. Learn how to use those abilities to get what you want. More than that, continue to fine-tune those abilities, so they become more and more impressive. Your natural abilities will only take you so far. Develop them through challenging yourself and constantly learning so that you can be the best version of yourself.

5. Be a Leader

All sports teams have a leader. Normally, that leader is the captain, but there are other ways to be a leader without necessarily being a captain. All business teams have a leader, as well. Make yourself a winner by actively becoming a leader in your team if you are not already.

Leaders are the ones who make the tough decisions. If you want to be a leader who makes profound decisions, expect your mind, body, and emotions to constantly be challenged. No matter what decision you make, someone will not be completely pleased. It is up to you as the leader to know how to lead your team while still remaining fit for yourself.

If you do not train your mind to become a leader, you will likely fail under pressure. Train your fitness and leadership so that you can remain on top of your game, lead your team to success, and win as a business athlete.

6. Train Hard

Even after you have learned the game, discovered your values, created a game plan, and prepared yourself to be a leader, the grind does not stop. The moment you stop pushing yourself is the moment you will start sliding. Stay on top of your game by training hard, even when you are a winning business athlete.

Establish a training cadence and discerning habits to help you train around the clock. By incorporating discernment habits into your daily routine, you'll become more productive and better at decision making. As a result, you can expect to be a better leader and win at the game called business.

Winning the Game

To win the game, you need to recognize great opportunities, understand their value, and know when they appear. You cannot do that without discernment. At the end of the day, discernment is what separates amateurs from business athletes. You could only win the game by enhancing your discernment to improve your decision-making abilities and leadership skills.

Discernment is about more than just knowing stuff, though. It takes a lot of hard work and effort to become a master in discernment. Only through hard work and training will you master discernment and improve your game.

Your Training Starts Now

Become the business athlete you've always wanted to be by working hard and enhancing your discernment abilities. Your journey to becoming the best leader possible begins today. Start your training, and don't look back.



Jeff Dudan is a seasoned business builder, Undercover Boss, and former college football player. He went to Florida to paint in the wake of Hurricane Andrew and two years later launched Advanta-Clean, a national restoration franchise that had 240 locations in 37 states when Jeff exited the company in 2019. He's since joined up with his brother, Mike, to start Dudan Partners, a catalyst for enterprise growth in the franchise industry. Jeff recently retired from coaching his kids' sports teams-thirty combined seasons in the past twelve years-and is a top Forbes contributor.

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