

# MATTMCWILLIAMS

Live with Passion. Lead with Purpose. Leave a Legacy.

## Why You Need Childlike Persistence to Change the World

Have you ever been so exhausted that you just gave up on a goal or dream? Have you ever faced challenges so daunting that you just quit? I have. If you have, you don't look back on that time with fondness, do you?

That's because you know deep down inside that the moment when the exhaustion was at its peak, your goal or dream was within reach. When you let the fatigue become an excuse to give up, you give in to the *enemy of your dreams*. Call it Resistance. Call it the devil. Call it fear. Whatever it is, when you give in to fatigue, you give up on greatness.

Sometimes fatigue is nothing more than an obstacle that you have to fight through and that's what we're going to talk about today.

## When Quitting Becomes an Option

I still remember my first golf tournament. It was nearly twenty years ago, but the memory is still seared in my memory.

I quit.

The pain of quitting still haunts me. *That* is how detrimental quitting can be. Somewhere along the way, the kid I was playing with mentioned that he had quit during a tournament round. Prior to that, the thought never crossed my mind. I never knew it was an option. I assumed that if you started, you were required to finish.

I was playing poorly, and with two holes left I quit.

My father had dropped me off that morning and had to go to work. I was to ride home with one of the guys who worked for him. But as I walked up the last hole alone, not playing it but walking with my head down as others finished their rounds, I saw him. I saw my father.

He had some all that way to see me finish my first tournament round. He did not care how I played, only that I finished. As long as I live, I will never forget the look on his face or that painful ride home.

Quitting became an option that day. It opened up a whole new world of *failure, lack, pain, and regret.*

Average people use fatigue and difficulty as an excuse to give up. Don't be average! Perhaps you've set a goal and it seems so out of reach, it is impossible to conceive of achieving anymore. Your attempts to reach your goal started bad, got worse, and now you just want a fresh start. Maybe it started off great but soured. Maybe, for you, the effort just seems to drag on and there is no end in sight. You are ready to quit on it.

But if you quit on that one goal, if you quit on what is right in front of you, you are quitting on *everything* in your future.

If you want to be great, fatigue and challenges come with the territory. Exhaustion is a normal part of a life of greatness. Exhaustion is a sign that you are pushing all of your limits and that a breakthrough is nearing.

Children seem to know this instinctively. Or perhaps they just haven't learned to quit yet.

Young children don't know how to give up. It's not in us from birth. If it were, we would never walk, because learning to walk is hard. It's exhausting. It's painful. We fail at it thousands of times before we succeed.

*As an adult, how many times do you allow yourself to fail thousands of times before you succeed?*

Children know that human beings were meant to walk on two legs. It never occurs to them that anything else is acceptable. Going through life crawling on all fours is not an option.

So they keep trying...and falling. They keep getting bruised, sometimes bloodied, and end the day exhausted.

And they wake up the next day and do it all over again.

Success is all around them in the form of their parents and others. They never doubt that they will achieve their goal, so they fight every day to get there. And the child lays her head down exhausted at night and dreams of walking.

*If children* quit as easily as most business owners do, most of us would still be crawling. *If children* quit as easily as most husbands and wives do on their marriages today, most of us would still be in diapers.

*If children* quit as easily as so many people do on their exercise regimens, few of us would know basic math.

When we were children, *failure was not an option*. We had seen others do everything we wanted to do already. It never entered our minds that we would not walk or one day go to the bathroom by ourselves.

In the same way, we see examples of successful business leaders all around us, who have made it through adversity. They have made it through bankruptcy, high employee turnover, stressed-induced health problems, and sleepless nights.

We have seen marriages overcome disasters such as a child's death, cancer, and even spousal infidelity.

We have seen obese people stick with their exercise for two years and develop a lifetime habit of healthy living.

And yet we quit so easily...OK, *I* quit so easily.

What happened to that childlike persistence, when failure was not an option? What happened to the bliss of not knowing what it was like to give up? When did fatigue become an excuse to give up on our dreams?

You know the story of Thomas Edison...he failed thousands of times before *finally* inventing the light bulb. It's a cute story, *but do you apply it to your life?*

We can focus on the many people who are doing exactly what we want to do. We can choose to banish quitting from our options. We can choose to fight through fatigue and view it as a sign of progress, *not* a reason to quit.

We can declare with childlike faith and determination that we will keep pushing, that we will embrace exhaustion, that we will look to others who have done what we want to accomplish, and that we will *never, never, never quit, never give up, and never be average.*

## **Don't Be Average**

Giving up is ingrained in our culture. Marriages don't "work out." Businesses become "too time-consuming." Our dreams become "too far-fetched" along the way.

So we give up just as we're about to have a breakthrough. *We allow fatigue to rule our lives.*

But not you.

You are not average.

You know that fatigue is a sign that you are close to a breakthrough. You know that exhaustion is a normal part of a life of greatness.

QUESTION: Go to show notes page at [mattmcwilliams.com/027](http://mattmcwilliams.com/027) and share

*What have you been tempted to give up on but have fought through or are fighting through?*

*Complete this sentence: No matter what, I will \_\_\_\_\_.*