

Achieving the impossible

Four steps to achieving the “impossible.”

1. Try something.
2. If it doesn't work, try something else.
3. If that doesn't work, keep going.
4. If you still don't succeed, go back to step one.

All right – it's predictable, I guess. But the truth is that many of the things we consider commonplace were once termed “impossible:”

Carry 2,000 recordings around in your pocket?

Then: “Impossible.”

Now: “Only 2,000? You poor soul.”

Take pictures without film?

Then: “Impossible.”

Now: “What's film?”

Watch programming on your computer?

Then: “Why would I want to do that?”

Now: “Did you see that program on Youtube?”

Here's the first key to understanding: The only way you ever find out what's **really** impossible is to go beyond it...in other words, keep trying to solve an “impossible” problem until you actually accomplish it. If you keep hammering at it, pretty soon the “impossible” becomes the “inevitable.”

That works the same in organizations, as well. Where organizations and people are concerned, the “impossible” only remains so as long as people and companies don't figure out a way to accomplish it.

In your own company, I'm sure you know of times where the company worked together to accomplish an “impossible” goal.

Here's the next key to understanding: Most of the time, things are branded “impossible” by people who either: don't want to be bothered; don't want to see it accomplished; or who want to accomplish it themselves. These naysayers have varying reasons to brand something impossible – but the task itself is rarely impossible at the end, after you've taken a few minutes and figured out the problem.

The future belongs to those who reach for it – and the impossible will be solved by those people who refuse to believe the labels that some people stick on stuff.

Is it impossible? How will you ever know, unless you try?

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