



Dealing with disappointments



Have you ever looked forward to a holiday event and then felt let down when certain things did not go as well as you hoped? For our family, friends, and colleagues, we tend to have a set of standards and expectations, and when those expectations are not met, we experience a sense of sadness, loss, disappointment, and sometimes, betrayal.

In the past few weeks, I was disappointed by a bounced check, a few audience members who blatantly stole some of my books, and a peer whose bitterness extended to the people who were kindest to him. In the grand scheme of life, none of these are earth-shattering or life-threatening. But the events are still disappointing.

How do we deal with disappointments? What do we do when people surprise us by failing to do the right thing, or by deliberately behaving badly?

We have a few choices about how we respond:

1. We can confront the other person and hope that we can persuade them to remedy the situation. Most people in business are taught to communicate with the end purpose in mind. If we are confident that the other person's behavior is unlikely or unable to change, a confrontation may make us feel better, but it may not resolve the situation. However, if the confrontation stops the bad behavior, the confrontation is necessary.

Many people shy away from confrontation, either because they recognize the possible futility of the act, or because they do not want to further aggravate themselves. This, of course, allows people to continue with their bad behavior.

2. We can conduct a cost-benefit analysis of the situation and determine

Mary's Updates

I know many of you are interested in personal development on a daily basis. My friend, James Rick, makes it easy for you to get a constant dosage of motivation via his Full Potential Show. I was recently invited to be his guest speaker twice. Check out my segments [here](#) and [here](#). You'll also love all the other great podcasts on his site... all free!



Mary's Book of the Month



[Selling Change: 101+ Secrets for Growing Sales by Leading Change](#)
by Brett Clay

This award-winning book is a must read for executives and anyone in business looking to raise their level of effectiveness in dealing with clients, customers, and co-workers.

Brett is a terrific writer and he understands that salespeople need ideas that can be implemented now. Brett structured the book as short "Secrets" with just enough detail so a salesperson can act on the information immediately.

Every secret is comprised of three sections: "What I Need to Know," "What I Need to Do," and an "Action Summary," which contains bulleted advice. Each secret also contains a one-frame cartoon that succinctly captures that secret's primary message, making the book eminently readable and enjoyable.

The secrets are held together by a change leadership framework that Brett Clay uses to break the book into five disciplines, including change response and value creation. I am giving this book to my close friends for Christmas to help them grow their businesses in 2012.

whether it is worth our time and energy to address the situation. If this situation is unlikely to be repeated, it may be more cost-effective to acknowledge the situation for what it was, and move on. If an attempt at resolution does not solve the situation, it may be wisest to simply accept the lesson learned (such as, don't do business with that person), and move on.

This month I received a bounced check. My very first! (Yes, I know - I am lucky.) I was chagrined that a \$30 bounced check also incurred \$15 in fees charged to me by my bank. So not only am I out the \$30 owed to me, but I am penalized for trusting someone else's personal check. This is a bit of a quandary.

Clearly, if they don't have the \$30, chances of getting the extra \$15 seem slim as well. Do I call them? Do I pursue the matter? Or do I simply make it my new policy to not accept personal checks? I decided to do none of those things. I decided to let it go. The opportunity cost of pursuing a \$45 loss seemed greater than the actual \$45. I calculated that it would take me a few hours of significant irritation to attempt to recover this money owed, and it would result in embarrassment to them, and possibly increase the level of hardship they are currently experiencing. Instead of dwelling on the lost \$45, I view it as an early Christmas gift to the check's author.

3. We can assess our options. I can change my business processes. I can choose to insulate myself from other people. I can make it a practice not to accept personal checks. I can hire a security guard for my books. The choice is mine.

We can choose how we react when other people disappoint us, and acknowledging that we have choices with how we react gives us control over the situation. I have these options. My response is my decision.

We cannot control how other people behave or how they think, but we can control our own reaction. We can choose to allow this to upset us, or not. I chose not to change anything about my business practices.

4. We can understand the frailty of the human spirit, realize that life is not always fair, and realize people are going to make mistakes that disappoint us. It can be disheartening to focus on negative consequences, whether intended or not.

Sometimes the right thing to do, for our own best interests, is to chalk up the injurious behavior as a lesson learned, practice the fine art of forgiveness, and move on with a new sense of gratitude that these disappointments stand out because they are relatively rare. These occasions serve to increase our gratitude for the fabulous people in our lives, and remind us that we

Brett is a terrific friend who also hosts The Actuation Zone radio show to help businesses succeed.

<http://actuationzone.com/>

Twitter and Social Media

New facebook changes made people wonder what happened to their old lists. You can still use your old custom lists, or you can merge these lists with your new lists. To see all of your lists, go to your home page and click the **More** link at the top of the **Lists** section (in the left column).

From here, you can hide lists from your home page, add your favorite lists to the **Favorites** section of your homepage, or delete lists you don't use. You do not have to add your new friends to any list if you don't want to.



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Pet Tip:



Love your pets? Check their weight. It is estimated that 40% of domestic cats in America are considered overweight or obese. Dogs are considered overweight if

should try not to disappoint others (even inadvertently) as well.

Disappointments, therefore, are a reminder to show heartfelt appreciation for the people in our lives who stand up for us when things go wrong, the people who do the right thing at their own personal expense, and those who continually strive to genuinely give to others without expecting anything in return.

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you cannot feel their ribs. While it may be hard to refuse the adorable face begging for treats, by keeping your pets at a healthy weight, you are extending their time with you.

Overweight cats and dogs are likely to die sooner than their healthy counterparts. Just like people, diet and exercise are the keys to maintaining a healthy weight. If you love your pets, their life expectancy is important, so do what you can to get them in shape!

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Mary C. Kelly

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