



# **Lack of Information - The Thing That Stops You from Building a Business**

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## **ABOUT THE AUTHOR**

Dr. Hancock has written a regular weekly column entitled "All Psyched Up" for newspapers in two Canadian provinces for more than a dozen years. Over the years, her readers and clients have said that they have benefited from her common-sense solutions, wisdom, and sense of humour. Dr. Linda Hancock, the author of "Life is An Adventure...every step of the way" and "Open for Business Success" is a Registered Psychologist who has a private practice in Medicine Hat. She can be reached at 403-529-6877 or through email [office@drlindahancock.com](mailto:office@drlindahancock.com)

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If a child told you "I don't know what to do" I am sure that you would have good advice to offer. Because we live in an information age there are so many resources that can be used to obtain the exact piece that we need to answer pretty well any question that we have.

When it comes to starting or building a business, there isn't really any need to say that you lack information. The only problem is that perhaps you have knowledge but just don't know how to apply it.

Imagine that there are a couple of children who are sitting on the floor trying to put together a 1000-piece puzzle. They may search and search for some time to find the exact piece with the right shading and proper shape to fit in the only possible position in order to help form the picture.

Now consider what would happen if the children worked for many, many hours only to realize that there were a few pieces missing. Wouldn't they be sad and disappointed!

Sometimes, when people try to put businesses together, they don't have all the pieces and struggle trying to realize profit without them. At other times, they might have all the pieces but don't have the "know how" to do the puzzle or lack the belief that they would actually be able to complete the task.

That is why those who do well in business often can point to at least one mentor who has been an example and a guide for them. It is often easier for someone who is objective to be able to help support and encourage the business owner because they have a different perspective and the experience to know exactly how to put things together so that they will work best.

My daughter recently shared a wise comment with me. She said, "When you are sitting in a mud puddle, all you see is mud!" Perhaps you feeling that you are sitting in a mud puddle and just don't know how to get out of it and clean up the mess! It might not be information that you need. Perhaps you need someone who will reach out a hand and encourage you to take it. They will help you to get out of the puddle, get cleaned up and take off in a different direction.

If that's the case, it's time to think about getting some help.