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The strongest survives

Focus on what you can control rather than worry about all those things that scheme against you, writes **Darrell Weekes**

Darwin never said it was survival of the fittest. What he actually said was: "In the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment."

This is the most apt quote I can think of to accurately describe how brokers should approach the mortgage industry right now.

So who will survive in this changing environment; who will adapt best? I would suggest it will be those businesses and individuals who are the most fit for business.

So what does being fit for business actually mean?

To be fit for business, there are three critical component areas where a mortgage professional needs to be strong: attitude, behavior and technique. Today, let's consider one of them.

"To survive in this environment you need to adapt to it"

Darrell Weekes

Attitude: what's yours like? What is it towards the credit crunch, the market, the industry, and your competitors? Do you seek to place blame or do you seek answers?

I read an article by Dr Steven Covey recently describing the '90/10 principle'. What he espouses is that 90 per cent of everything that happens is beyond your control and happens to you.

What he says is that it's not so much what happens to us, but how we respond to what happens to us which is important.

For instance, I hear brokers say things like: 'This is terrible – my income is down 50 per cent'.

When I ask them what they are doing about it, I inevitably get told: 'What can I do – the market is bad, rates are up, house prices are down' and so on.

So here's my question: Is there anything you can do to fix the market, bring rates down or house prices up?

If your answer is no, then why worry about it? I have a saying that goes 'it is what it is'.

To survive in this environment you need to adapt to it. Adopt a different attitude, one that doesn't just accept the current situation but rather an attitude that openly embraces it and finds the opportunities that can be exploited within it.

You need to focus on what you can do to improve your income, position or business rather than on how things beyond your control have conspired to ruin you.

If you can't do this then my advice is simple: set yourself free from the bonds of this industry and go do something else because it's only going to get worse.

Darrell Weekes is managing director of Success Broker Coaching

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