



The sole determinant of any outcome

Dear

I had my hearing tested last October. I knew my hearing wasn't as good as it has been. I knew that I was struggling to hear people in social situations especially when there was a lot of background noise. I knew that there were times when I wasn't hearing my wife Jules as well as I wanted to. I also knew that it wasn't going to improve.

The hearing test results weren't terrible but showed that my hearing was below ideal levels in both ears for certain frequencies of sounds. The results also correctly indicated that I would be struggling to hear certain words depending on the letters those words were made up of.

Conor, my audiologist talked to me about my thinking around treating my hearing. I thought I was open to going ahead, so I got some prices for different options for hearing aids and then did absolutely nothing. I had an email from Conor with all the options that I kept in my inbox thinking that would force me to do something about it. It didn't. From time to time the email would cross my mind. I'd take a look at it and think, 'I must ring Conor.' But I didn't.

Over the last couple of months, I have been conscious that the frequency of Jules having to repeat herself was increasing. I resolved to work on my listening, I even got some coaching about that. Amazingly that didn't improve my hearing. Eventually Jules confirmed what I knew when she told me that she was having to repeat herself a lot.

So yesterday I found myself back in Conor's office getting my hearing tested for the second time in ten months. Not surprisingly my hearing hadn't improved. Conor went through the same set of tests for both my hearing and cognitive function. There is a strong correlation between hearing loss and cognitive decline, so I was happy to learn that my scores in the cognitive function test scores were good.

This time next week I will be road testing my first pair of hearing aids.

I am sharing this for a couple of reasons.

Firstly, now that I have shared this with everyone who reads my newsletter, it definitely reduces the chances of me backing out of getting them.

Secondly, it was a great reminder that even though I have spent years doing inner work on myself, I am not immune from avoiding doing things that will change my life for the better. There are still times when I don't take the action I need to take to get something I want or need.

Even when this was a no brainer, I didn't act. It was a no brainer for the last ten months. I will hear Jules better, which will improve my

marriage. I won't have to ask people to repeat themselves as often in social settings. Finally, treating my hearing this way reduces the risk of me experiencing cognitive decline or dementia as I get older.

Why did I not just get the hearing aids?

The truth is it doesn't matter why.

The only thing that mattered was me taking action.

As I have learned from my coach Ankush, 'The sole determinant of any outcome is action'. It didn't matter how open I was. I didn't matter how much of a no brainer it was. It didn't matter if I knew why I wasn't taking the action. I can guess why, but I don't really know. None of these things mattered. The only thing that was relevant was me taking action or not taking action.

I have conversations like this with my clients a lot. Something isn't working. Something isn't happening that they want to happen. A relationship isn't going well. A target isn't being met.

We know the action we need to take but want to figure out why we aren't taking it. We want to understand our current behaviour so that we can change future behaviour. We think we haven't taken action because we aren't motivated so we want to talk about increasing our motivation so that we'll then take the action. We think we aren't focussed enough so we want to talk about being more focused so that we'll focus on taking the actions we need to take.

What I have learned is that none of this really matters. Knowing why I didn't get my hearing aids for the last ten months, especially when it was a no brainer, might be an interesting exploration. But knowing why, doesn't result in me getting the hearing aids. The only thing that results in me having hearing aids is taking the actions that lead to me having them.

Is there something you want or need? Is there an area of your life or work that you want to be different? You know what you want or need. Maybe you even know what you need to do you, but you are holding back on taking the action you need to take and trying to figure out why.

Never mind why.

The sole determinant of any outcome is action.

What would happen if you just took action in the direction of the outcome you want?

Have a great weekend!



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