

Seven Reasons Why Simple Wins

If you want to win, do simple things with elite discipline. - Brian Kight

1. It gives you speed.

The most complex it is, the slower it will be. The simpler it is, the faster it can be executed. The more time you spend preparing, understanding, thinking, and second-guessing, the slower you'll be and the less you'll execute. Simplicity is the key to quick decisions, bold action, and instant adjustments.

2. It forces you to execute.

Complexity is often used as a reason to delay execution. Simplicity forces action. It makes you do it. No need to study every angle and prepare the perfect action. When it's simple, there's not much to do but act on it and observe your skill and production.

3. It eliminates all excuses.

When it's simple there is no justifiable reason for not doing it and there blaming other factors if it isn't done well enough. When it's complex, there are unlimited excuses available to blame.

4. It cuts through the noise.

Simplicity helps you filter and focus. Simple rules, simple skills, and simple standards allow you to filter out unnecessary input and focus your effort on only the things that truly matter in your world.

5. It is easier to follow.

Simple means there is less to remember, fewer things to track, and not as much stuff to organize. Plus, whenever you get confused or off course, it is easier to re-engage in simple actions than complex ones.

6. It is easier to change.

Simple rules are easily swapped for different simple rules. You can't escape change, but you can put yourself in a position to do it better. Complex things not only take a long time to understand and execute, they take a long time to change, especially under pressure. When you keep it simple, you also make change simple. That's a win-win.

7. Most people won't do it.

Most people buy into the false belief that, "If it was that simple everyone would do it." Don't believe it. No they wouldn't. But if you do, then you'll have the edge. Most people are looking for secrets, shortcuts, and tricks. They're quick to believe that elite results require complex solutions. Because of that they're usually slower, waste time with too much planning and not enough doing, make excuses, get distracted, lack consistency, and fail to change. When you operate on a foundation of simplicity, you accelerate forward while others fall behind in the confusion of complexity.