

EADD in a nutshell

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What is EADD?

Imagine you own a company that offers samples of its food at grocery stores. You're familiar with the samples aren't you? Usually there is a sausage sample by the meat counter, possibly some fish samples, or cheese or jam. How many types of samples do these stands typically have? Usually just one product - sometimes two or three products. That's what most "normal" businesses would do. That's how most "normal" business owners think – one thing at a time.

Now imagine you represent a different kind of company that offers samples at the grocery store. In this case, you don't offer just one or two or three different product samples, but rather 26 product samples – even some product samples that you don't even make. You offer all these options because they are all great offerings that you just can't be satisfied with offering just one. That's what having EADD is all about.

What's EADD you ask? It stands for Entrepreneurial Attention Deficit Disorder™. EADD is a concept I created that really encapsulates who my clients are and how they act in their business decisions. Let me take a moment to give you a better description of who these people are.

EADD people are business owner, decision makers, and commission sales people – someone who pretty much controls their own income. They thrive on a challenge and are driven to succeed. They may own multiple businesses – one gentlemen I know owns 12. These individuals don't mind confrontation if it assists them in achieving their goal. These are people who latch on to long term goals and have a vision of where they are going.

You'll typically find EADD people in professional service businesses, sports that challenge them – like marathons, politics, etc. Why, because they enjoy the intangibles of a challenge – they push themselves to see what their limits are in many areas of their life.

So what's the down side you ask? Well, EADD people are so creative that their creativity gets in their way – They enjoy freedom and having choices so much that they can't stay focused on one thing for too long. They don't like to be told what to do. They are likely to start something, but get bored with it. These are ideas people. They have a hard time understanding the importance of short term goals and because they thrive on a challenge, they have a difficult time in breaking down goals to small and simple and precise action steps. These are not details people, but big thinkers who end up spinning their wheels because they don't know how to apply the ideas they come up with.

Another way of describing EADD people is that they are lateral thinkers. Most people think in a linear fashion – first step 1, then step 2, then step 3, etc. Lateral thinkers on the other hand see steps 1 through 5 all happening at the same time, but all the steps are at different points of completion. In other words, step 1 could be 50% done,

step 2 could be 30% done, step 3 could be 80% done, etc. Their creativity allows them to think in this fashion. Thinking in a linear fashion is the equivalent to throwing them in a prison – it's too limiting.

What we do with EADD clients

First let me tell you that EADD is not a medical condition – it's a concept I created to first of all describe me and what I was doing. I don't have ADD, and it's not a requirement. I can be very focused, it's just that I'm very creative and can allow myself to let my creativity run away from me, coming up with great ideas, but not getting started on any of them because I keep coming up with more and more ideas.

So what do I do with my EADD clients? Great question. The same thing that I did with myself to use this gift to my advantage.

First of all you have to understand what my brand is all about – unleashing courage. It takes courage to be an entrepreneur. For many entrepreneurs, it is the first time in their life that no one is telling them what to do. I could go on and on about courage, but that's the subject for another writing.

The promise that I can make to my clients is that above all else, I will be a facilitator of change. I will assist my clients to allow the courage they have to take them to their goals and vision.

Ultimately, when I'm working with my EADD clients, we do three things:

- keep it small and simple
- allow success to happen
- focus on short term importance

People who have EADD have been given a gift. I work with them to assist them in using that gift to their advantage. They have been given a gift of creativity. It's a matter of harnessing that gift. When they understand that they can be creative and use that creativity and appreciation of flexibility to accomplish one specific goal, then they really start to roll.

The biggest challenge EADD people face is the challenge of distraction. First, I work with them to gain clarity of their goals, both short and long term goals. Second, I work with EADD people to understand what distraction truly is – not something to resist and battle, but rather a friend that is whispering in your ear, reminding you of the direction you are taking. Lastly, I work with EADD clients to realize that success doesn't have to be a challenge, because if success is believed to be an uphill struggle, then they will find ways to self-sabotage themselves and evade success.

This is EADD in a nutshell.

Please feel free to circulate this document freely. If you want to learn more about EADD, please send me an e-mail at matt@somedayisland.com or call 717-557-5001. You can also visit www.somedayisland.com or www.ihaveeadd.com to learn about the EADD coaching program.