

# Lower the Stakes

## A Simple Path toward Achievement

The pressure to succeed can cause a business to fail. In our desire to dominate the market, we latch onto ideas with the intensity of a drowning man grasping a life ring. Our vision narrows. Our thinking becomes muddled. We sacrifice long-term success for short-term activities that dissipate our valuable energy.

**How can we build a business despite the inevitable uncertainty and feelings of doubt?**

1. How can I avoid impatience and optimize for incremental gains?
2. How can I overcome worry by shifting from self preservation to daily progress?
3. How can I prioritize learning and relationships above winning and losing?
4. If this article helped you, tell Harvey about it at [harvey@flaremark.com](mailto:harvey@flaremark.com).