



It's time for positive

CHANGE

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What Does a Baseball Player and a Salesperson Have in Common?

(A Newsletter on Muscle Memory)

UXL, August 2015



Have you ever seen a baseball catcher warming up? He or she will spend hours crouched in the same position, having a ball thrown at them over and over and over again. Or, they'll catch it and throw it to another teammate. Catch and throw, catch and throw. The same motion repeated so that when they're in the middle of a game and the heat is on, they'll know exactly what to do.

Their reactions become nearly automatic. They learn how to time



from the
UXL BLOG

and execute a play perfectly. THAT is muscle memory.

How does this principle apply to the workplace?

If you do anything over and over again, it becomes engrained in your psyche. If your daily routine involves arriving at work, pouring a cup of coffee, and opening your emails, you'll automatically want to do that routine every day and you'll become uncomfortable if that routine is broken. Similarly, if you're in sales, customer service, or another line of work that involves interacting with others on a regular basis, you'll feel antsy if one day you find yourself alone in a cubicle with no one to talk to.

Our habits help make us what we are, whether good or bad. If you become accustomed to checking Facebook every day for hours on end, that bad habit will start to feel natural to you and become difficult to break.

So, the **key is to build up positive muscle memory.** How to do it? There are a couple different ways, depending on your type of job:

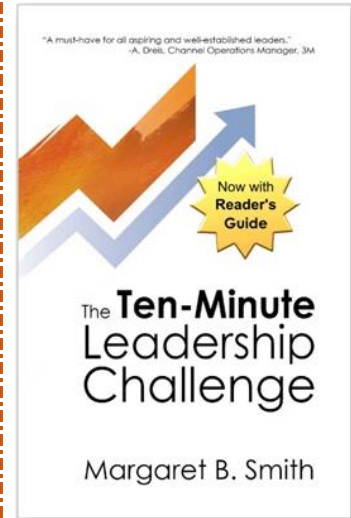
1. Team Work:

If you are in a supportive team environment at work, it's a great idea to build up each other's muscle memories. One great way to do this is through **Role Play**. There is a reason role playing scenarios are effective. **The more you do them, the more natural certain situations will feel.** Role playing is especially salient for the sales community. It's a good idea to role play difficult scenarios (testy customers, rejection, clients that talk over you) so that you'll know how to react when a similar situation arises. The more you practice, the more natural you'll feel in the field.

2. Individual Muscle Memory Work:

If you don't have the opportunity to role play scenarios with a team (or if role-playing doesn't quite fit your particular job), you can still develop your personal muscle memory. The **first step is to figure out what you'd like to achieve.** Do you want to write a book? Or complete all your projects on time? Or expand your social media network? First and foremost, define your goal. **Then, figure out what good habits you'll need to develop in order to achieve the goal.** For instance, if you'd like to write a book, set up a daily writing schedule (i.e. "I'm going to write from 6:30-7:30 a.m. every morning"). It may be difficult at first, but you'll find that after only a week or two, this habit will seem natural and effortless.

Here's another example: if you'd like to connect with more people via social media, get in the habit of spending half an hour every day connecting with like-minded people. On LinkedIn, for example, you



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Ditch the Pecking Order



I recently watched a highly inspirational [TED](#)

could contribute to group forums, write an update, publish a short blog post, or send a message to a potential customer.

Remember, practice doesn't make perfect. *Perfect practice* makes perfect!

Do things right, do them over and over, and watch yourself grow and become more confident.

Need help developing a "muscle memory routine?" [Contact me](#) today.

Sincerely,



Margaret Smith

Founder, [UXL: Creating Successful Leaders](#)
Author of [The Ten-Minute Leadership Challenge](#)

Thank You For Reading!

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[TALK](#) by [MARGARET HEFFERNAN](#), former five-time CEO and "management thinker." She begins her talk with a study about chickens and it's amazing where it goes from there! [Click here for more.](#)

#WhatDoesItAllMean (Decoding Hashtags)



I'll admit, using hashtags in social media used to feel daunting to me. What did they *really* mean? And did they *actually* make a difference? [Here's what I learned](#) at an invaluable seminar.

How Improv Comedy Can Help Your Workplace



When I first attended a class put on by the [BRAVE NEW WORKSHOP](#) improv troupe, I was skeptical. How could improvised theater help *me*, a businessperson? Turns out, it can help A LOT. [Here's what I learned...](#)

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About UXL

UXL's mission is to create leaders, promote positive change, and enable businesses and individuals to transform their dreams into reality.

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