

# Failure Quotient *Revisited*

BY ROBERT GIGNAC

It was over five years ago that I wrote a piece for this magazine entitled “What’s Your FQ?” (article available at [www.taynac.com](http://www.taynac.com)) which focused on overcoming adversity through the use of what I called the “Failure Quotient”. Sometimes, as many people wiser than I have said, we need most to teach the things that we truly need to learn.

Fast forward to Las Vegas, NV just a couple of weeks ago. I was there to speak at a conference of Canadian financial advisors, to encourage them to develop their client relationships, and share with them some ideas on how to build their practice while helping their clients attain their goals.

As part of the conference, there was a small vendor show, a “meet and greet”, and plenty of time to interact with the attendees. After 48 hours in Vegas, I have to admit I was both disappointed and frustrated. Nobody seemed all that interested in anything I had to say, examples that I offered, client testimonials that I had spent time developing. I was beginning to doubt my own wisdom at coming to the event and spending not only three days of my time, but flights, hotel, meals, as well as the fee to be there.

But who was I frustrated with? Certainly not me, after all, I know my target market; I have been at this for a while and I think I have a pretty good message. I also have a decent track record in that industry for helping both advisors and clients move toward attaining their goals. It wasn’t me. Except for one small problem—it was me.

I was scheduled to take the platform at 8:00 a.m. as the opening speaker on day three of the conference, and as I paced in my room at 5:00 a.m., there was probably only one word to describe how I felt: annoyed. As is often the case before I present at conferences, I made a phone call to my wife for two reasons: 1) just to say “Hi” from the road, and 2) to vent a little.

About three minutes into our conversation, she hit me with the following statement, “What’s with the attitude?” I tried to explain how frustrated I was feeling and my lack of understanding about their indifference to my message. Her response was classic, “It’s not about you, it’s about them, silly.” And she was absolutely right.

So what that the people I had talked to were not very interested; my job was to find the people who were interested. After all, I had not talked to all 350 attendees, but I was going to have all of them in the audience in just about two hours from the phone call. More importantly, if I did not make some sort of attitude adjustment, things were going to go from bad to worse.

I adjusted my FQ, and took to the platform with a different attitude than I had at 5:00 a.m. I was passionate about my message, and I told myself that it was going to reach those that it needed to reach. I spoke to them not using just my head, but speaking from the heart to share my message about helping Canadians create a better financial future for themselves and their families.

Your FQ is what will determine your eventual success in business. How many times can you hear ‘no’ before you quit? After five years promoting the book, some days it is still a surprise to me that not everyone I talk to is interested in what I have to say. I suspect that this happens to you as well, and that is alright—simply go out and find the people who are interested, and give them your best.

By the time I had left the conference for my flight home five hours later, I had taken orders for more copies of my book than on any day since the book was published. I asked people who were ordering, “What made you decide to order today?” Almost to a person they told me that it was the passion that I delivered my message with that morning.

My point? Work on developing your FQ, your ability to respond to ‘no’s’, ‘maybes’, and business disappointments. Keep the passion about what you do, and remember that it isn’t about you, it’s about them. I know that after this recent experience, my personal FQ is certainly larger. **E**

*Robert Gignac is the owner of Taynac & Associates (now in year four of a two-year assignment in Switzerland...), providing keynote presentations, seminars, and workshops on personal and financial development, motivation, and leadership. He is the co-author of the Canadian best seller “Rich is a State of Mind” now in its fourth printing. Sample chapter and reviews at: [www.richisastateofmind.com](http://www.richisastateofmind.com). To book Robert to speak at your next corporate or organization event, please contact him at [rgignac@taynac.com](mailto:rgignac@taynac.com) or [www.taynac.com](http://www.taynac.com).*