

Urgency is not only important, but it also requires swift action.

YOUR PANTS ARE ON FIRE!

When we understand, as Mick Jagger sang in 1964, that "Time is on MY side (yes it is!)", then we understand 3 important things:

1. The time to do something is now.
2. When you act now, you create an outcome.
3. If you don't act, you also create an outcome and likely one you don't want.

Just because "you don't want to" doesn't mean you get a pass on not needing to do something.

Anyone who has sat in front of a doctor hearing the bad news of a diagnosis that could have been lessened by different choices understands this.

My mom did.

Urgency isn't frantic and scared and hand-wringey.

It's an understanding of three things:

- What could be
- What is possible
- Life is short

So how does urgency fit into our lives?

1. Act in proportion.
2. Specifically, go after that task -daily! Goals happen this way.
3. See the big picture - what happens if you don't?
4. Urgency assuages the price of doing.
5. Don't get too comfortable - ALLOW for discomfort.
6. Forward self-urgency gives you its own reward with the feel-good hormones.