

# *Knowing When to Cut Your Losses*

Whether you are in a business or personal relationship, it is important for you to recognize when the relationship is going nowhere and it may be time to cut your losses and get out. If your business has been steadily losing money over a period of time, do you try to gut it out in the hopes that the situation will eventually improve years from now, or do you close down your business as quickly as possible? If you close your business in a timely manner, you may be able to limit your losses and open yourself up to the possibility of going into a new venture that is more profitable. However, if you decide to hang onto the business too long you will suffer heavier losses that will take you years to recover. Likewise, if you are in an intimate relationship with someone for years but the person you are with refuses to commit to marriage and keeps having other affairs, then maybe it is time for you to call it quits and look to someone else for the marriage and security that you want.

Knowing when to cut your losses means that you are recognize the truth of the relationship that you are in. This is not about the amount of time, energy or money that you have invested into the relationship. If the relationship isn't working for you, it isn't working for you. If you know that some of your competitors are going out of business because of changing market conditions and the poor economy, what makes you think that you will survive the fallout, especially when you have been losing money for years? If your partner has been having affairs for years but keeps coming back to you when the then current affair has ended, what makes you think that he/she won't continue to have future affairs?

The excuse of having a "vested" interest in maintaining the business or personal relationship "as is" is just an excuse to not change. Although you actually see the truth of the situation, you are "hoping" that your experiences will be different this time around. The basis for your optimism

is not based on reality but on fantasy. Of course you can always rationalize whatever actions you take, but the truth is that the “relationship” is not giving you the experiences that you desire, or so you claim. The truth is that you are getting the experience that you really want (e.g., failure of your business or intimate relationship) because if it were not true, you would change it. It’s like watching TV. If you don’t like what you are watching, do you bemoan the fact that the show is not what you want to watch, or do you just change channels and find something that you want to watch?

Knowing when to cut your losses means that you have acknowledged your active participation in creating the current situation and know that you have the power to change it, if you so choose. With this knowledge comes the power to create the business or personal relationship that you choose to have. Do you know when it is time to cut your losses?

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