

Keith Fowler Adopts New “Show Up Standard” to Raise Performance Daily

Keith Fowler of Orange County, California introduces a personal rule focused on consistency, accountability, and real-world execution.



Irvine, California May 21, 2026 ([Issuewire.com](https://www.Issuewire.com)) - Keith Fowler, founder of Lion Shield Protection, has announced a new personal policy he is adopting across his work and daily habits: a strict “Show Up Standard.” The rule is simple but firm — every task, meeting, and responsibility must be approached with full attention, clear preparation, and follow-through.

This shift comes from patterns Fowler has observed over years of operating in the security industry, where small lapses lead to larger problems.

“Most failures I see are not big mistakes,” Fowler says. “They’re small things done poorly or skipped completely.”

Why This Policy Matters Now

Fowler points to a growing gap between intention and execution. People plan well but fail in follow-through. The data supports this trend:

- **Over 20% of workplace failures are tied to missed deadlines or incomplete tasks**
- **More than 60% of employees admit to being distracted during key work moments**
- **41% of incidents in security-related environments happen due to basic oversights**
- **Nearly 70% of individuals lack consistent daily routines tied to performance**

These numbers show a clear issue. People know what to do. They are not doing it consistently.

“You don’t lose performance in big moments,” Fowler says. “You lose it in the routine you repeat every day.”

What Changed

Fowler realized that even strong systems break when personal discipline slips. He saw this in his own work and across teams he led.

“I walked a site once where the officer was there on time but not paying attention,” he says. “That one gap made everything else meaningless.”

That moment shaped the shift. Presence alone is not enough. Attention and execution must match.

The new rule forces a higher standard. No passive participation. No partial effort. Every task gets full focus or gets rescheduled.

How the “Show Up Standard” Works

The rule is applied in three parts:

First, preparation. Every task begins with a clear goal and expected outcome.

Second, execution. No distractions. No multitasking. Full attention on the task.

Third, follow-through. Every action is completed, reviewed, and documented if needed.

“If I wouldn’t accept that level of work from my team, I don’t accept it from myself,” Fowler says.

Why This Approach Works

The policy removes grey areas. It replaces vague effort with measurable action.

Research shows that focused work can improve productivity by up to 40%, while multitasking reduces accuracy by nearly 50%.

Consistency also builds trust. Teams perform better when standards are clear and enforced.

“You can’t expect consistency from others if you don’t model it,” Fowler says.

The result is fewer mistakes, clearer communication, and stronger outcomes over time.

How Success Is Measured

Fowler tracks success through simple metrics:

- Tasks completed on time
- Fewer corrections needed
- Faster response to issues
- Clearer communication with clients and team members

He also watches behavior. Less distraction. More awareness. Stronger follow-through.

“If the basics improve, everything else improves,” he says.

Copy My Approach: 10 Steps You Can Use Today

Anyone can apply this rule. Start small and stay consistent.

- Choose one daily task to complete with full focus
- Remove all distractions during that task
- Set a clear outcome before starting
- Give yourself a fixed time block to finish
- Do not switch tasks until they are done
- Review the result immediately after
- Write down one improvement for next time
- Repeat the same task daily for one week
- Add a second task once the first becomes routine
- Track progress over 30 days

This approach builds discipline step by step.

Call to Action

Fowler encourages individuals to adopt one step today and commit to it for 30 days.

“Pick one habit and do it properly,” he says. “That’s where real change starts.”

Track your progress. Watch how small improvements build over time.

About Keith Fowler

Keith Fowler is an entrepreneur and the founder of Lion Shield Protection, based in Orange County, California. He is known for his hands-on leadership style and focus on discipline, accountability, and consistent performance. His work centres on building teams that show up, stay alert, and deliver reliable results in high-responsibility environments.

Media Contact

Keith Fowler

*****@keith-fowler.com

<http://keith-fowler.com>

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