

Business Mastery

§1 Set a Strong Foundation

Getting Started

By Cherie M. Sohnen-Moe



Slides

Table of Contents	3	Questions to Clarify Your	
Key Terms	4	Personal Values	23-28
Self-Awareness is Key	5	Values Reflection Exercise	29
Wheel of Life, <i>Figure 1.1</i>	6	Your Ideal Future	30
Wheel of Life Exercise	7-8	Visualizing Your Life &	
Personal Assessment Exercise	9-10	Career Success	31-33
Career Assessment Exercise	11-12	Chapter 1 Highlights	34-35
Student Assessment Exercise	13-16		
Self-Awareness Exercise Reflection	17		
Values Clarification	18		
Questions to Clarify Professional Values	19-22		

Getting Started

Self-Awareness Is Key

Values Clarification

Your Ideal Future



Image Courtesy of GraphicStock

KEY

Terms

- ❑ Creative Visualization
- ❑ Morals
- ❑ Personal Assessment
- ❑ Personality Types
- ❑ Principles
- ❑ Professionalism
- ❑ Self-Awareness
- ❑ Values

Self-Awareness Is Key

One of the most essential traits that successful people have in common is the dedication to knowledge.



Image courtesy of GraphicStock

- Before you even begin to create or update a plan for your career or business, it's vital that you assess your current state
 - The first step is to get a clear picture of your own personality style and unique quirks.
 - It's extremely difficult to get to your destination if you don't know where you are.

Wheel of Life

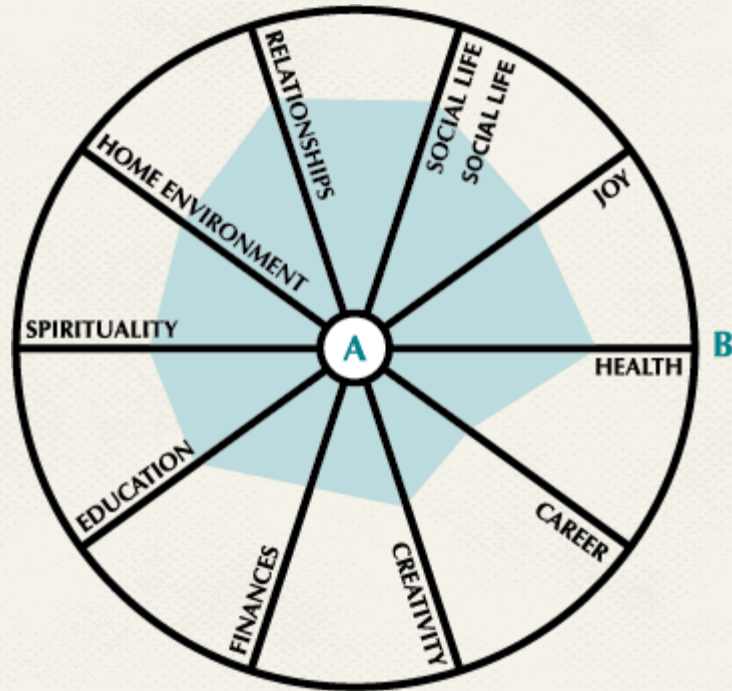


Figure 1.1,
page 4

Wheel of Life Exercise

Print a blank copy of the Wheel of Life. Look at each category. Take a moment to think about where you are right now. Where is that in relation to where you want to be?

Wheel of Life Exercise (*cont.*)

- Mark along the line for each of the 10 categories where you feel you are right now
- Connect the dots
 - *Do you have a balanced wheel or does it look like a starburst?*
 - *Keep in mind: it's very difficult to smoothly roll through life when your wheel (life) isn't balanced.*
- Mark the “spokes” with an arrow in the direction that you see that particular spoke going

Personal Assessment Exercise

Write a biographical sketch spanning your birth to the present. Include personal and family information as well as career details.

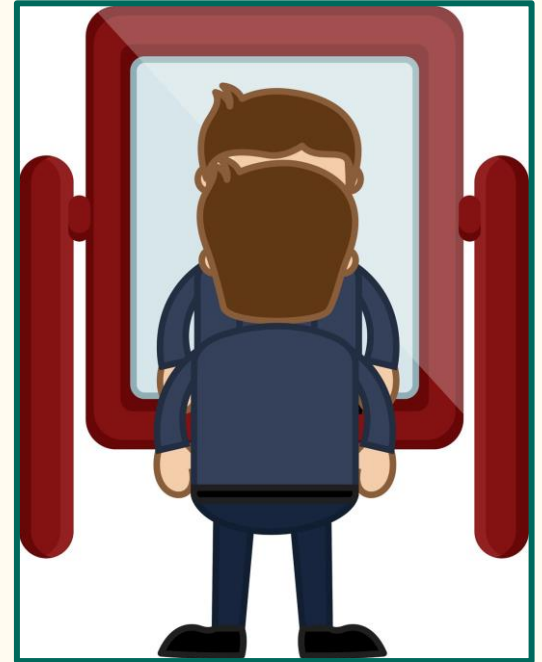


Image Courtesy of GraphicStock

Personal Assessment Exercise (cont.)

- Your major accomplishments.
- Your talents and abilities.
- The three things you do best.
- Your challenges.
- Obstacles you've overcome.
- The 3 things you do the least well.
- The 3 things for which you want to be remembered.
- The memories you treasure most.
- How you would like others to describe you.
- The 3 things you want to accomplish in your life.

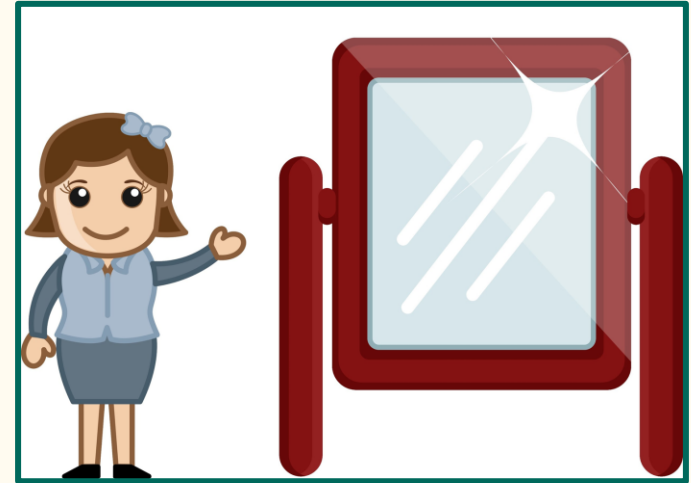


Image Courtesy of GraphicStock

Career Assessment Exercise

Describe the current state of your career or business experience. Include length of time in your field, average yearly income, and number of clients



Image Courtesy of Pixabay.com / User Peggy_Marco

Career Assessment Exercise (*cont.*)

- What are the three attributes of your practice of which you're the most proud?
- What is working well?
- What isn't working well?
- What changes would you like to see occur?
- What would you like people to say about your business?



Image Courtesy of GraphicStock

Student Assessment Exercise

Highlight your previous job experience, education, and background that can contribute to your success in this career field.



Image Courtesy of GraphicStock

Student Assessment Exercise *(cont.)*

- What previous jobs/work experiences have you most enjoyed?
- What previous jobs/work experiences have you least enjoyed?
- Do you feel comfortable reporting to others?
- Do you like to manage your own time or prefer someone else setting priorities and schedules?
- What kinds of people (clients or coworkers) do you prefer to work with?

Student Assessment Exercise *(cont.)*

- Do you enjoy or genuinely dislike paperwork?
- Do you like performing a variety of business tasks each day and week?
- How many hours do you work or want to work each week?
- Do you think you'll prefer to spend the majority of time working with clients?
- Do you have marketing experience?
Do you enjoy it?



Image Courtesy of Pixabay.com / User Peggy_Marco

Student Assessment Exercise *(cont.)*

- Do you want to offer other services besides your primary training? What other modalities/knowledge do you want to learn?
- Are you a disciplined, self-starter with an interest in running a business? What life experience has given you the opportunity to know this about yourself?
- Do you enjoy teaching and/or doing research?
- Do your family and friends support your career goals?
- Who has given you career guidance already or might be a mentor for you?

Self-Awareness Exercise Reflection

- ★ What did you learn about yourself in the previous four self-assessment exercises?
- ★ Were you surprised by anything?
- ★ How can you use this awareness to develop confidence about your previous accomplishments and determination toward the areas that need attention?

Values Clarification

- A satisfying and balanced life occurs when your values are in synchrony with the way you live your life and run your business.
 - **Values** are beliefs about what is intrinsically worthwhile or desirable, rather than what is right and correct.
 - Invest the time in exploring your values. After all, they're the major conscious and unconscious influences on the decisions you make throughout your life.

Questions to Clarify Your Professional Values

About Work Life

- My attitudes and beliefs about wellness are...
- My attitudes and beliefs about my profession are...



Image Courtesy of GraphicStock

Questions to Clarify Your Professional Values *(cont.)*

About Professionalism

- How do my values enhance my professionalism and affect my work with clients?
- What are the most meaningful attributes of an effective practitioner in my field?

Questions to Clarify Your Professional Values *(cont.)*

About Professionalism (cont.)

- Which of my personal values might conflict with professional rules of conduct?
- Which of my personal values might conflict with laws or regulation?

Questions to Clarify Your Professional Values *(cont.)*

About Core Values

- What are the most important personal characteristics for someone in my field?
- What are the key professional characteristics for someone in my field?
- When I look at my work life in perspective, the activities that have the most worth to me are...

Questions to Clarify Your Personal Values

About Ideal Life

- What would I do with my life if I could do anything? Why?

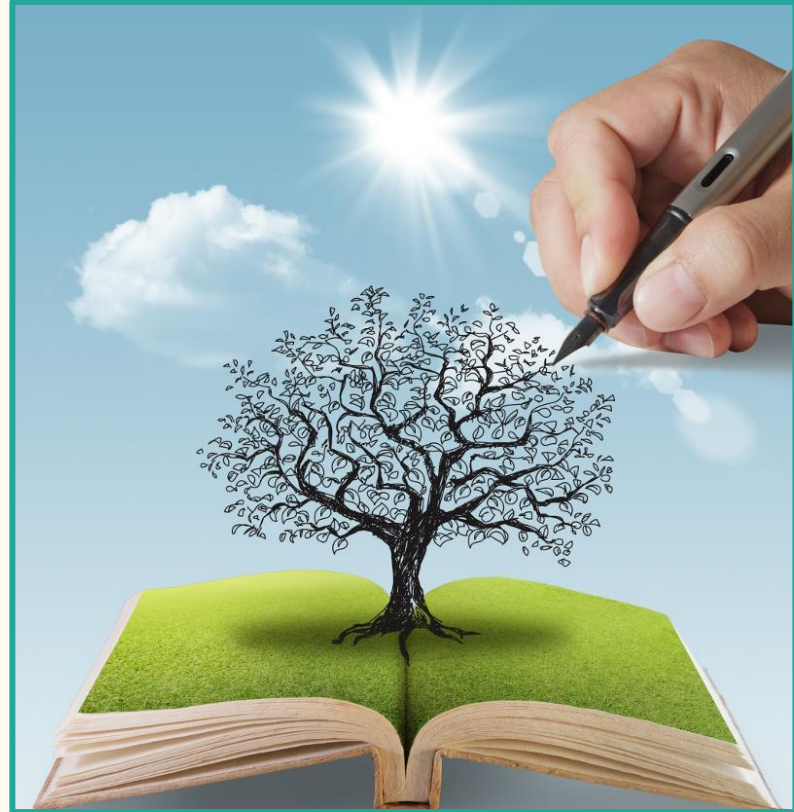


Image Courtesy of GraphicStock

Questions to Clarify Your Personal Values (cont.)

About Happiness

- The people I know who seem to be happy are happy because...
- I am happiest when I am...
- What is my most treasured memory?

Why?



Image Courtesy of GraphicStock

Questions to Clarify Your Personal Values *(cont.)*

About Relationships

- When I look at my home life, the activities that are the most worthy are...
- The things I most value in a relationship are...

Questions to Clarify Your Personal Values *(cont.)*

About Relationships (cont.)

- Who and what have been major influences in my values development?
- Who are the most important people in my life? What could I do to improve those relationships?

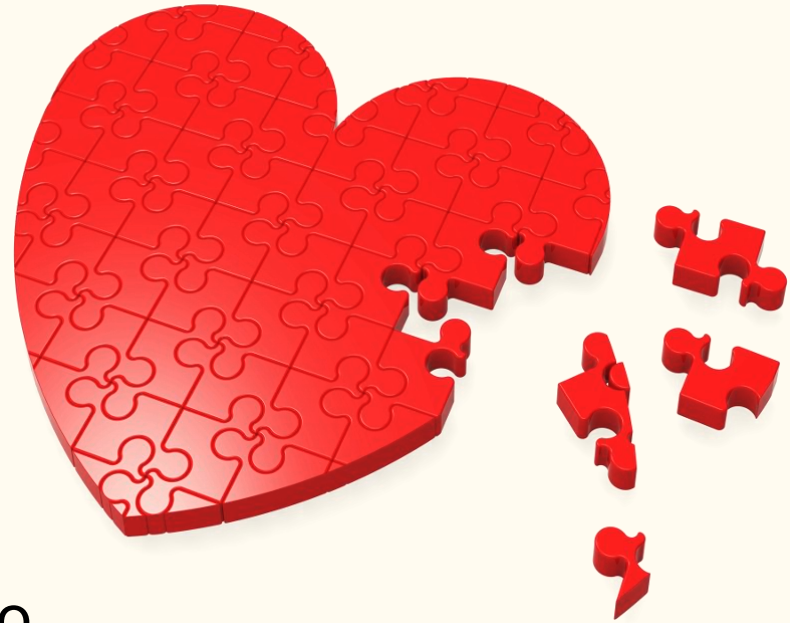


Image Courtesy of GraphicStock

Questions to Clarify Your Personal Values *(cont.)*

About Core Values

- What values are most important to me?
- What are the character traits I deem essential?
- The most admirable things about me are...

Questions to Clarify Your Personal Values *(cont.)*

About Core Values (cont.)

- What is the greatest accomplishment of my life? What do I hope to do that is as great or even better?
- If I only had 1 year to live, I would concentrate on...
Am I doing those things now? If not, why?

Values Reflection Exercise

- ★ Did you have trouble completing the values activities?
- ★ How often do you make decisions and form relationships consistent with your personal and professional values?
- ★ What can you do to keep your professional values in mind when making decisions for your career/business?

Your Ideal Future

- Envisioning your ideal future is one of the most enjoyable aspects of long-range planning.
 - Remember, this is about your IDEALS, not necessarily what you think is realistic.



Image Courtesy of GraphicStock

Visualizing Life & Career Success

Imagine that you're living the life of your dreams right now.

- Describe where you live: Where do you reside—what city, state, or country? What type of home do you live in? How is it furnished? What is the ambiance?
- Think about yourself: What do you look like? What are your attitudes toward life? How do you nurture yourself? How do you feel about yourself?

Visualizing Life & Career Success

(cont.)

- Contemplate your relationships: Who are your friends? How do you interact with your family? How do you impact others? What are the important characteristics of your romantic relationship? What is your social life like?
- Now think about your career: What is your profession? What are your responsibilities and activities? What type of business atmosphere do you have? Who are your co-workers? What are your business relationships like? What is your financial status?

Visualizing Life & Career Success

(cont.)

- Reflect upon your personal growth: What activities do you engage in to take care of your wellbeing? How are you furthering your education? What do you do to foster your spirituality? How do you spend your leisure time?
- Consider any other areas that are important to you: What do you do to make certain these things happen? What are your attitudes about them?

Highlights

One of the most essential traits that successful people have in common is the dedication to knowledge.

Business savvy, excellent communication skills, and a high degree of expertise in your field are key ingredients in career success.

It's extremely difficult to get to your destination if you don't know where you are.

A satisfying and balanced life occurs when your values are in synchrony with the way you live your life and run your business.

Highlights (*cont.*)

Self-awareness includes acknowledging your current status and identifying your personality style, strengths, challenges, and relevant experiences.

The first step to exploring career paths is to get clear about your values— from both a personal and professional standpoint.

Many conflicts arise because there's a clash of values either within oneself or with others.

By taking time to visualize your ideal future, you can spark creative thinking and gain clear insight into what's important to you.