

Business Mastery

§1 Set a Strong Foundation

Success Strategies

—

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Slides

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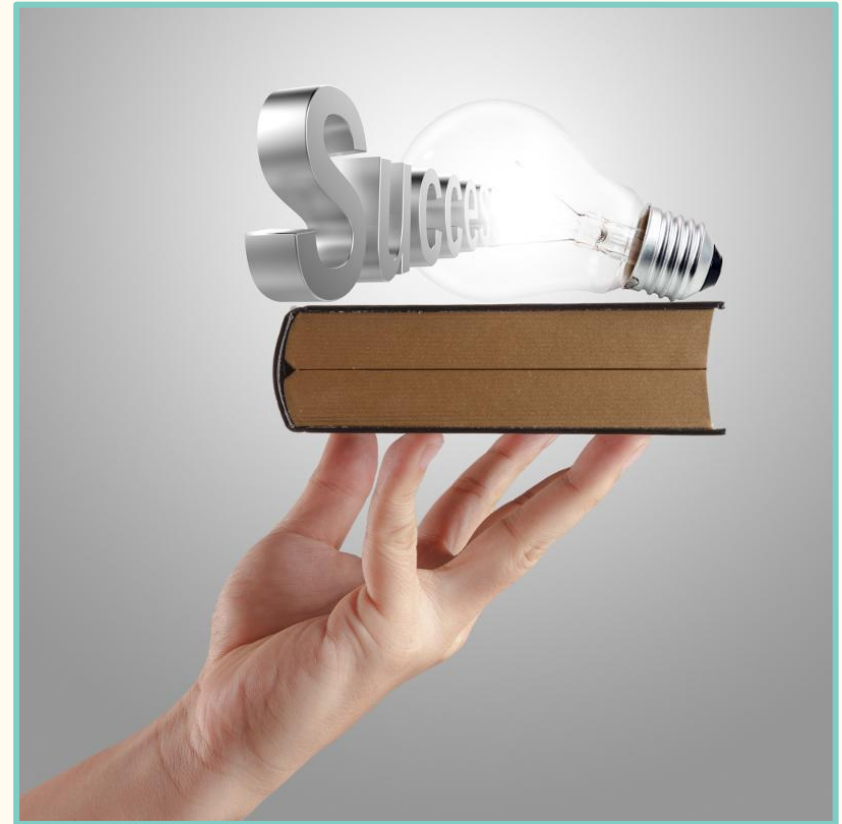


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Success Strategies

What Is Success?

- Does Success Lead to Happiness?
- Self-Management

Barriers to Success

- Attitudes, Beliefs, and Perceptions
- How to Avoid Self-Sabotage

Tools for Actualizing Goals

- Creative Visualization
- Affirmations
- Breaking Old Habits
- More Than Positive Thinking

Time Management Principles

- The Pareto Principle
- Types of Time Needed to Run a Business
- High Priority Activities

Tracking

- Tracking Key Business Indicators
- Tracking Trends

The Art of Risk-Taking

Motivation

- Motivation Techniques

KEY

Terms

- ❑ Acting As If
- ❑ Affirmations
- ❑ Attitudes
- ❑ Barriers
- ❑ Behavioral Theory
- ❑ Beliefs
- ❑ Clearing Techniques
- ❑ Cognitive Theory
- ❑ Continuing Education
- ❑ Creative Visualization
- ❑ Cross-lateral Movements
- ❑ Defense Mechanism
- ❑ Delegate

KEY

Terms

- ❑ Dissolving Problems
- ❑ Habits
- ❑ Happiness
- ❑ High Priority Activities
- ❑ Humanistic Theory
- ❑ Inner Critic
- ❑ Key Business Indicators
- ❑ Logistics
- ❑ Marketing
- ❑ Maslow's Hierarchy of Needs
- ❑ Mental Contrasting

KEY

Terms

- ❑ Motivation
- ❑ Negative Conditioning
- ❑ Pareto Principle
- ❑ Perceptions
- ❑ Perfectionist
- ❑ Predetermined Goals
- ❑ Procrastination
- ❑ Professional Development
- ❑ Psychoanalytic Theory
- ❑ Psychotherapy
- ❑ Reframing
- ❑ Risk-Taking

KEY

Terms

- ❑ Self-Management
- ❑ Self-Motivation
- ❑ Self-Sabotage
- ❑ Sentence Completions
- ❑ Social Cognition Theory
- ❑ Social Learning Theory
- ❑ Success
- ❑ Success Markers
- ❑ Time Management
- ❑ Tracking
- ❑ Trends
- ❑ Values
- ❑ Work Smarter— Not Harder

What Is Success?

- Success is a process – one that involves setting and achieving goals.

Does Success Lead to Happiness?

- Researchers are finding that happiness fuels success, not the other way around.

Typical Success Markers

- ❑ Gross income
- ❑ Profit or salary
- ❑ Number of years in practice
- ❑ Number of years in current job
- ❑ Specialized knowledge and advanced techniques
- ❑ Total client base
- ❑ Number of clients seen each week
- ❑ Number of hours worked
- ❑ Amount of leisure time enjoyed
- ❑ Number of associates and employees
- ❑ Office location, square footage, or ambiance
- ❑ Prominence on a local, national, or international level

Figure 3.1, *page 26*

Identify Your Success Markers

- List your success markers. Refer to the values exercises in Chapter 1, and explore how your values relate to your success.
- Identify what's truly important to you in terms of your overall life, and then determine your career success markers.
- Only you can determine what success is for you—although others might attempt to influence you. As the saying goes, “One person’s junk is another’s treasure.”

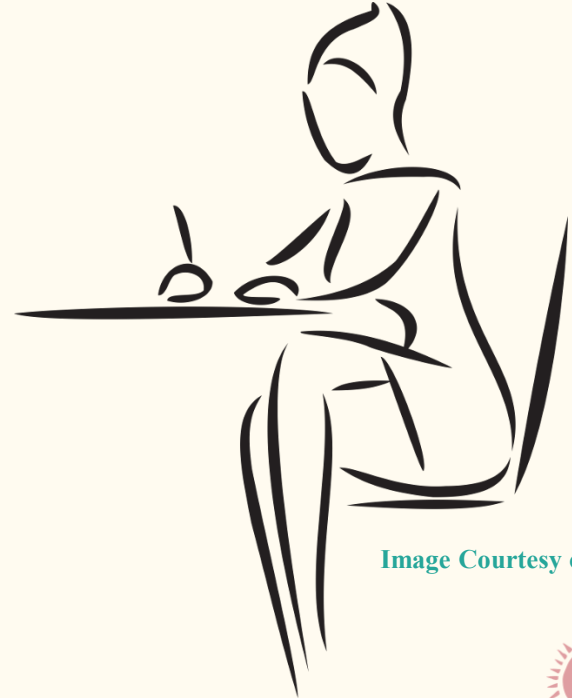


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Explore the Happiness Factor

- What and who are the people, places, or experiences in your life from which you derive satisfaction?
 - Make a list divided into 2 columns, personal and professional items.
- How do the personal satisfaction items influence your professional life?
- How do the professional satisfaction items line up with the career purposes, priorities, and goals you delineated in the last chapter?

Explore the Happiness Factor (*cont.*)

- Do you link happiness with success?
- How has one influenced the other at different times in your life?
- Take a look at your list of career success markers.
 - Is this a list of things that will make you happy?
- Are you committed to pursuing happiness to positively affect your markers for success?

Self-Management

The key to success is self-management. Self-management is artfully directing your life so that you easily and joyfully accomplish what you desire.

- It's about taking personal responsibility for every facet of your life and increasing personal productivity while staying true to yourself.



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Effective Self-Management Components

- ❑ Knowing your values and living them
- ❑ Clarifying your purpose
- ❑ Setting priorities and goals
- ❑ Managing your time effectively
- ❑ Taking business risks wisely
- ❑ Staying inspired
- ❑ Balancing your personal and professional life
- ❑ Overcoming barriers to your success
- ❑ Committing to lifelong learning and professional development

Figure 3.2, *page 26*

Barriers to Success

- The Inner Critic
- Negative Conditioning
 - > Tap into your Inner Power
 - > Sentence Completions Clearing Technique
- Procrastination

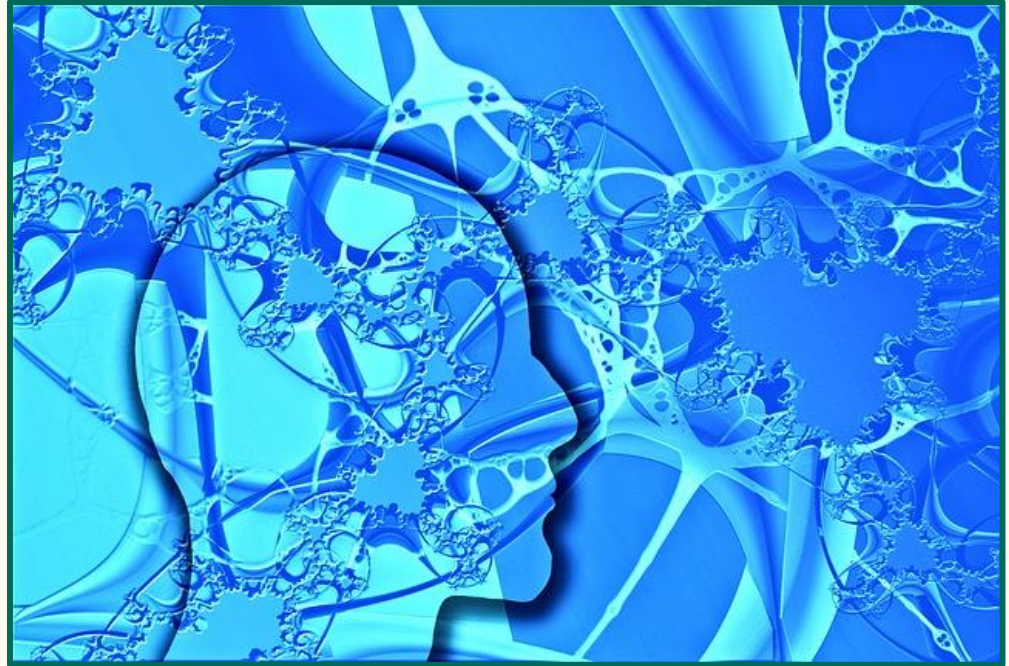


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Tips to Overcome Procrastination

- ❑ **Reframing:** Find an alternative way to view the project at hand.
- ❑ **Task Breakdown:** Clarify action items and a timeline for a project by setting clear goals with target dates.
- ❑ **Delegation (or subcontracting):** Delegate tasks to colleagues or employees.



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Figure 3.3, page 32

Tips to Overcome Barriers

- ❑ Clarify your values and operate from them.
- ❑ Do clearing work or therapy.
- ❑ Set clear goals and devote yourself to them.
- ❑ Do visualizations and affirmations.
- ❑ Become a calculated risk-taker.
- ❑ Work smarter—not harder.
- ❑ Be informed and learn from your past mistakes.
- ❑ Refuse to be distracted by others or by your own delusions.
- ❑ See your detractors for what they are.
- ❑ Create a positive support system.
- ❑ Keep things in perspective and stay balanced.

Figure 3.4, *page 33*

Tools for Actualizing Goals

- Creative Visualization
 > *Acting As If*
- Affirmations



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Affirmation Techniques

- ❑ Read your affirmations at least 3 times per day.
- ❑ Write each affirmation 10 to 20 times in succession.
- ❑ Write your affirmations while speaking them aloud to yourself.
- ❑ Write your affirmations in the first, second, and third person. For example: “I, Sue, am healthy.” “You, Sue, are healthy.” “She, Sue, is healthy.”

Figure 3.5, *page 35*

Affirmation Techniques (cont.)

- ❑ Put on the telephone, the refrigerator, your desk, mirrors, doors, over your bed, and on the dashboard.
- ❑ Make bookmarks with your affirmations on them.
- ❑ Record your affirmations and listen to them as you drive, exercise, and before you go to sleep.
- ❑ Meditate on your affirmations.
- ❑ Stand in front of a mirror and look at yourself while saying your affirmations.

Affirmation Techniques (cont.)

- ❑ Take turns saying and accepting affirmations with a friend.
- ❑ Make flash cards with your affirmations and carry them with you.
- ❑ Design or buy clothes with affirmations on them.
- ❑ Sing or chant your affirmations.
- ❑ Create affirmation screen savers for your computer, phone, or tablet.

Affirmation Examples

Mind, Body, Spirit

- I manifest my power with integrity and love.
- My life is a continual expansion of joy and aliveness.
- Everything I need is already within me.
- I trust my intuition.
- My life is filled with laughter and love.
- I'm the master of my life.
- I fully love and accept myself as I am.
- I live up to my own highest ideals.
- I communicate clearly and effectively.
- I'm a radiant, powerful being.
- I'm happy!
- I'm vibrantly healthy.
- My life is a joyous adventure.

Affirmation Examples

Mind, Body, Spirit *(cont.)*

- ❑ I'm creative in all that I do.
- ❑ My relationships are nurturing and fun.
- ❑ I'm aligned with the divine plan of my life.
- ❑ I appreciate the good in my life.
- ❑ I'm in an exciting, romantic relationship.
- ❑ I allow people to support me and they do.

Affirmation Examples

Career and Finances

- My career is fulfilling and prosperous.
- The more abundance I have, the more I have to share.
- I'm well organized.
- I'm true to myself.
- My creativity is flowing and focused.
- I'm a dynamic public speaker.
- My career supports me in being who I am.
- I have the time, energy, wisdom, and money to accomplish my goals.
- Every dollar I circulate returns to me multiplied.
- I see the opportunities in life.

Breaking Habits

According to the Duke University study, “Habits—A Repeat Performance,” 40% of your everyday actions are habitual.

- A lot of habitual beliefs and behaviors can sabotage your efforts to be successful.
- It takes conscious thought and repetition to create the neurological pathways to alter old habits and replace them with new ones.

Basic Cross-Lateral Exercise

Give yourself plenty of room and take off your shoes. Start by standing up and swinging your left foot over your right. Then, swing your right foot over your left. Repeat this action many times, establishing a rhythm.

Now add your arms, swinging in the opposite direction from your legs. Establish your rhythm.

Next, follow your feet with your head so both are moving in one direction while your arms are going in the opposite direction. If you lose the pattern, stop everything, then start with the feet and build the movement.

More Than Positive Thinking

Motivation research by Gabriele Oettingen on “mental contrasting” shows it’s not enough to simply dream about our goals; we must also visualize the obstacles to develop the motivation for overcoming them.

- Dissolving Problems: Sentence completion exercises are an excellent method for releasing energy associated with negative conditioning.

Time Management Principles

Using your time well is based on realizing how much your time is worth and choosing activities that are the highest priority for you to achieve your goals

- What is your attitude toward time?
- What thoughts and feelings do you have concerning time? How did your family relate to time? Do you respect yourself by taking the time to take care of yourself? Do you view time as your friend or your enemy?

Effective Time Management Benefits

- ❑ Doing the same work in less time.
- ❑ Increasing personal productivity.
- ❑ Earning more money.
- ❑ Decreasing frustration and stress.
- ❑ Having more time for planning.
- ❑ Devoting more time to your family.
- ❑ Spending more time with hobbies and recreation.
- ❑ Improving your health.
- ❑ Experiencing increased joy and success.

Figure 3.7, *page 39*

The Pareto Principle

The Pareto Principle states that 80% of your results are produced by 20% of your activities. And, conversely, 20% of your results are produced by 80% of your activities.

- The fundamental basis of time management.
- Time management techniques are effective because most people spend a lot of time in activities that are not an efficient use of their time.

The Pareto Principle

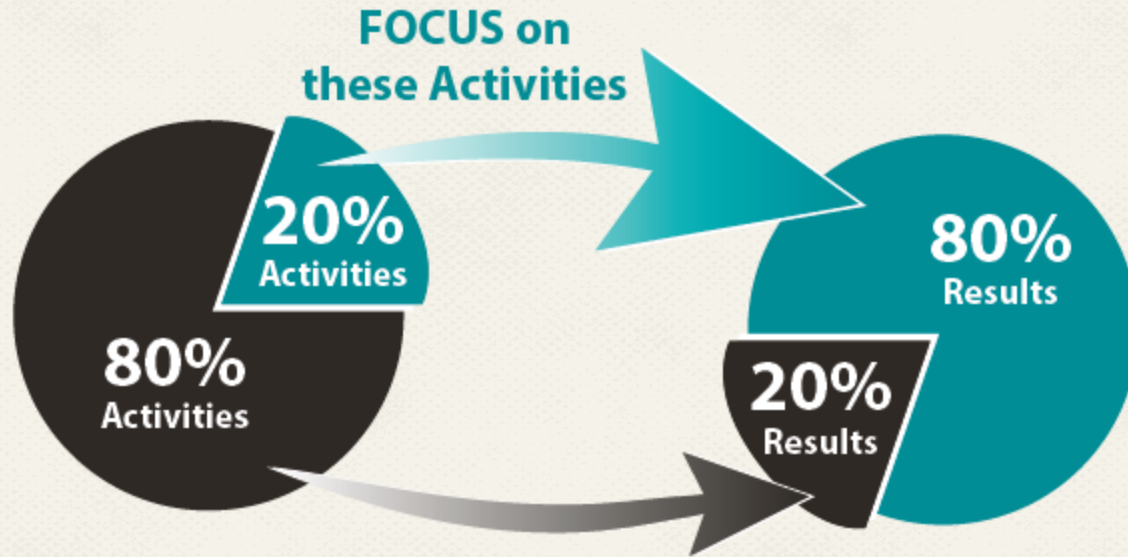


Figure 3.8,
page 39

Plan Like a Pro

- ❑ Invest at least 10m in daily planning.
- ❑ Focus on “A” goals first.
- ❑ Throughout the day ask yourself, “Is this the best use of my time?”
- ❑ Set specific times for taking and returning phone calls.
- ❑ Set a schedule and follow it.
- ❑ Review your master goal list at least once per week.
- ❑ At the end of the day, create the next day’s goals and activities list.

Top 12 Time Management Tips

- ❑ Review goals & activities daily.
- ❑ Do most challenging work during peak performance cycles.
- ❑ Group similar activities together.
- ❑ Discourage interruptions.
- ❑ Learn to say “no.”
- ❑ Track important data and activities.
- ❑ Avoid procrastination
- ❑ Respect your body’s and mind’s cycles.
- ❑ Delegate whenever possible.
- ❑ Keep supplies stocked and easy to access.
- ❑ Take a quick stretch break every 20 minutes.
- ❑ Set an alarm to limit time-eating activities (e.g., Internet surfing).

Types of Time Needed to Run a Business

Business owners who intend to achieve optimal results need to allot time for varied tasks, including planning, working with clients, managing the business, continuing education, marketing, communication, developing ideas, self-care, and having fun.

- Investing at least 10 to 15 minutes in daily planning is crucial to managing your time wisely.
- Set a regular schedule for your business.

Types of Time Needed to Run a Business

- ❑ Managing Business Logistics
- ❑ Working with Clients
- ❑ Professional Development
- ❑ Idea Development
- ❑ Marketing
- ❑ Having Fun
- ❑ Personal Wellness



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Work Smarter—Not Harder

The basis of productive planning is effective goal setting.

- The major element in planning (especially daily planning) is ranking
- After you have written your daily plan, decide which activities are *Imperative*, *Important* and *Desirable*.



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Managing Business Logistics

Schedule appropriate time for the day-to-day tasks such as doing laundry, making phone calls, supervising staff (if you have any), keeping files, and purchasing supplies. All of these activities take time, often a lot more than anticipated.

- Another aspect of managing your business has to do with respecting yourself and time in relation to bartering (or trading) services.
- Before you do any type of bartering, ask yourself if you would spend money on that product or service if you had the cash. If not, don't trade.

Working with Clients

The majority of your time is spent providing client services. Your ability to effectively schedule appointments greatly impacts your success and your stress level.

- Allot sufficient time between clients while not having large blocks of unproductive time.
- One way to simplify scheduling is to set up a standing appointment with regular clients.



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Professional Development

Continuing education is necessary to your career growth. Find ways to broaden your knowledge, particularly in the areas of interpersonal skills, product knowledge, technical skills, and business skills.

- Some ways to do that are reading magazines and books, taking classes, attending seminars, watching videos, and networking.
- It's also helpful to be assessed periodically.
 - Getting assessed by your colleagues is essential.

Idea Development

Developing ideas is one of the most exciting and creative aspects of any business. Always be open to new opportunities.

- Brainstorm ways to streamline your procedures.
 - Find methods to reduce your effort by diversifying your practice (e.g., hire employees, sell products, subcontract out work to other practitioners and take a percentage of the fees).
- Create ways in which you work with more than 1 client at a time (e.g., offer group sessions, give seminars, publish articles and books).

Marketing

Marketing your practice is vital to your success. This is the aspect of business that most wellness practitioners neglect.

- Marketing is necessary during all phases of your business.
- When you first start, you may spend more hours marketing than actually working with clients.
- It's critical that you invest at least 15% of your work time in marketing.



Image Courtesy of GraphicStock

Having Fun

When your desire for success is strong, having fun can easily get pushed to the bottom of the list or get neglected altogether. It tends to be one of the least planned aspects of life.

- Think about the psychology of planning something to look forward to doing.
- Remember to balance your professional goals with your personal goals.
- Be sure to include fun in your life **EVERY DAY!**



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Personal Wellness

Taking care of yourself is imperative; yet, many put themselves last. It's so easy to get caught up in your business and being there for others, that no time is left for you.

- Take care of yourself mentally, physically, emotionally, and spiritually.
- Create a support system for your business and personal life.
- Remember stress influences your time.



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High Priority Activities

High priority activities are the “20%” that produce 80% of your results.

- High priority activities are the “20%” that produce 80% of your results.
- Use the “High Priority Activities Exercise” to begin concentrating your time and energy on items you’ve rated as being the most crucial to your success.



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Tracking

Tracking can help you anticipate problems so you can take appropriate steps to avoid them and modify the direction of the trend more to your liking.

- Tracking methods for key business indicators are varied, and the best method depends on what works easily for you; consistency is key.
- An essential component in making a business plan work.



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GraphicStock

Useful Items to Track

- ❑ Client demographics
- ❑ Total number of active clients
- ❑ Total number of inactive clients
- ❑ Number of clients per day
- ❑ Types of clients
- ❑ Session time spent per client
- ❑ Time spent per client in adjunct support
- ❑ Time between sessions
- ❑ Type of techniques utilized
- ❑ Number of sessions per client
- ❑ Average cost of total treatment plan
- ❑ How your clients heard about you
- ❑ Referrals generated by specific marketing campaigns
- ❑ Time spent in all business activities
- ❑ Total income (e.g., daily, weekly, monthly)
- ❑ Total expenses

Figure 3.7, page 39

Tracking Trends

As you work to build a thriving wellness practice, keeping up to date with the latest trends is a vital skill. This requires paying attention to both consumer trends as well as industry trends

- Trend watching can help identify a unique niche in the marketplace for you and keep you better attuned to the needs of your target markets.
- Know where you stand in relation to others in your industry, what certification or continuing education standards may be changing, and how you can best protect your business interests

Tracking Chart for Marketing

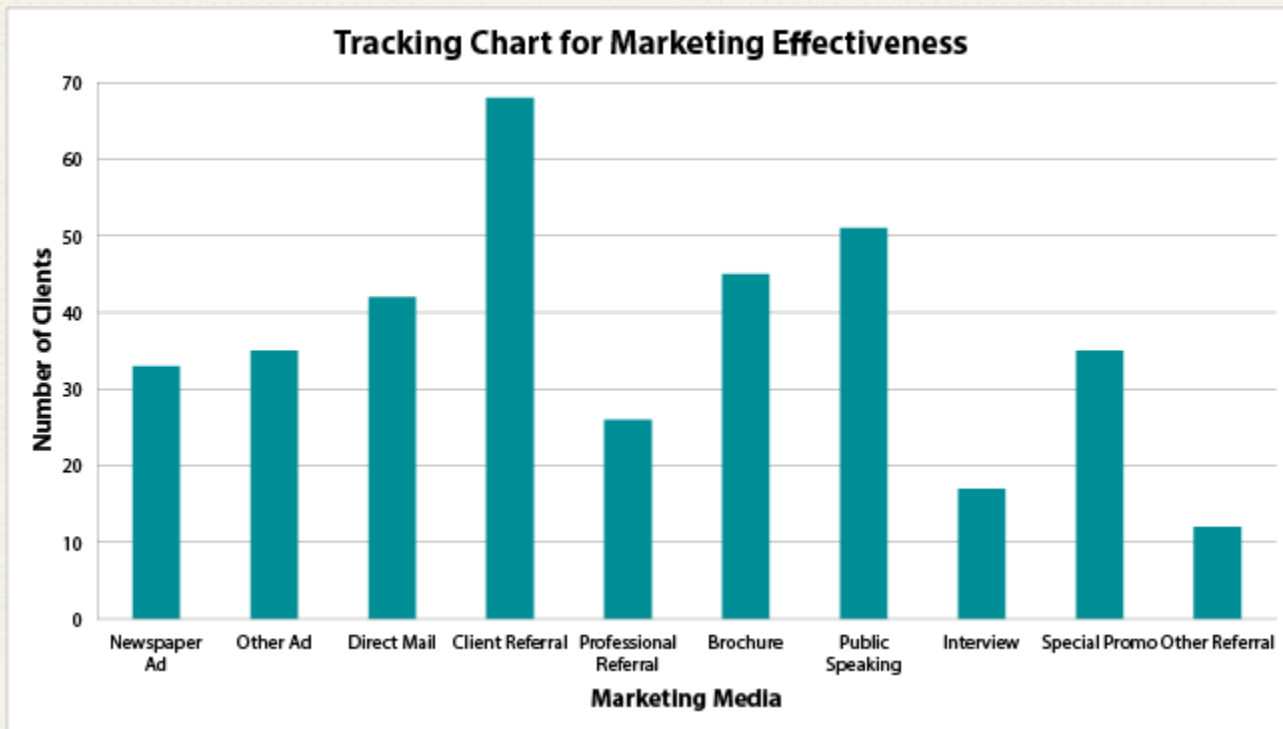


Figure 3.13, page 46

Weekly Income Tracking Chart

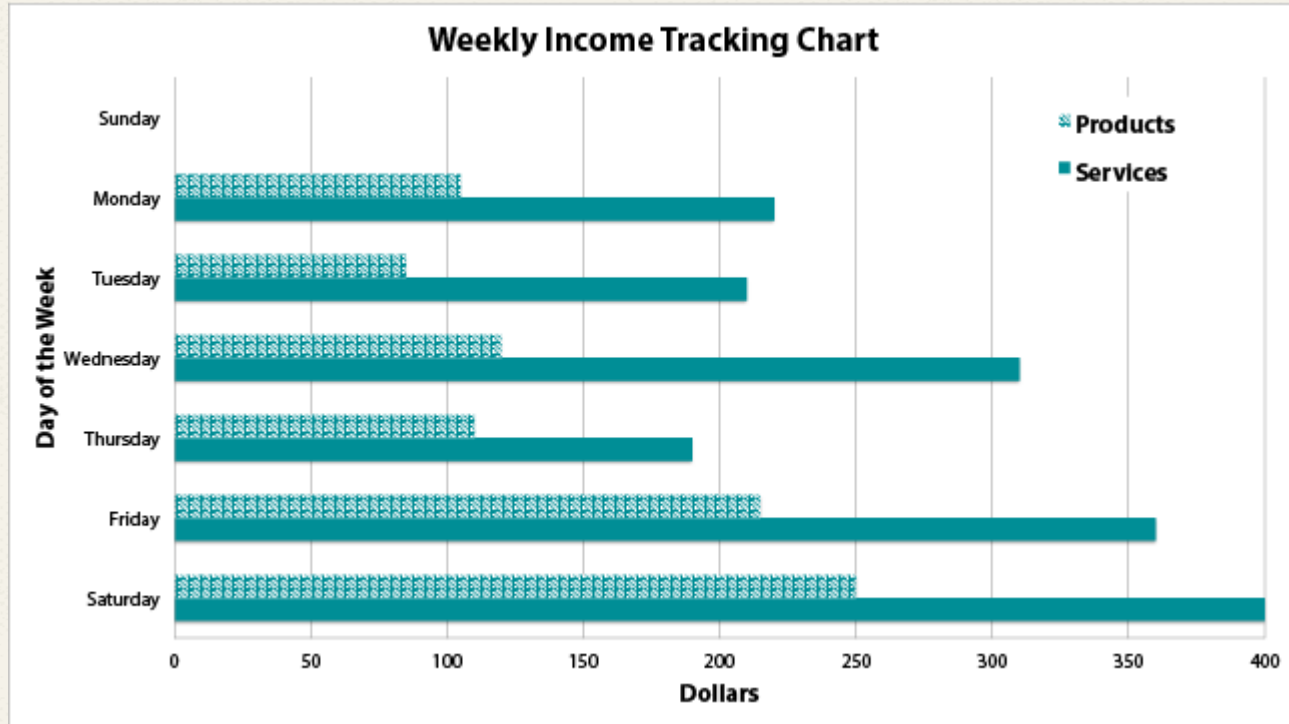


Figure 3.14, page 46

The Art of Risk-Taking

The 2 major elements that influence your ability to successfully manage risks are the level of comfort you have in experiencing new or unusual situations and your self-esteem.

- Put yourself in situations that require you to exercise your creative problem-solving abilities. Start with low-risk situations, gradually increasing your confidence level so you feel more comfortable taking greater risks.
- The continual enhancement of your self-image is vital in cultivating risk-taking behaviors. Begin with positive self-talk.

The Do's and Don'ts of Risk-Taking

The Do's

- Have a life plan with clear goals.
- Make sure the risk is aligned with your life plan.
- Evaluate potential gains & losses.
- Ask questions & research the situation.
- Know your strengths & limitations.
- Brainstorm several alternatives.
- List potential conflicts & solutions.
- Set a realistic timetable.
- Be flexible.
- Trust your intuition and instincts.
- Follow through, and give it your best.
- Review and revise your strategy.
- Ask for support.
- Acknowledge the people who give you support.

The Do's and Don'ts of Risk-Taking

The Don'ts

- Be unrealistic.
- Be a perfectionist.
- Deny your feelings.
- Ignore or minimize problems.
- Mistake emotions for facts.
- Rush.
- Procrastinate.
- Blame others for your mistakes.
- Give up too soon.
- Be afraid to cut your losses and move on.
- Trust blindly.
- Take risks just to prove yourself to others.
- Combine too many risks at once.

Motivation

Motivation is about satisfying desires and needs.

*The major theories of motivation are often described as **behavioral, cognitive, psychoanalytic, social learning, social cognition, and humanistic.***

- **The Behavioral** point of view is based on observable behavior and states that biological responses to stimuli direct behavior (e.g., the famous Pavlov's dog experiments).
- **The Cognitive** approach is founded on the belief that making meaning is key to motivation and focuses on the impact of the structure and function of information processing.

Motivation (*cont.*)

- **Psychoanalytic** theory presumes all action/behavior results from internal, biological instincts (e.g., Freudian analysis).
- **Social Learning** posits that one's behavior can be motivated by observing consequences others experience.
- **Social Cognition** proposes that the environment, an individual's behavior, and the individual's knowledge, emotions, and cognitive development influence each other to determine motivation.
- **The Humanistic** view focuses on personal growth and interpersonal relationships, believing that people behave out of intentionality and values.

Maslow's Hierarchy of Needs

*Abraham Maslow is one of the most well-known researchers in the field of humanistic motivation. His original **hierarchy of motivational needs** had 5 divisions.*

Recently, psychologists have taken his notes and modified the hierarchy to the following 8.

Maslow's Hierarchy of Needs

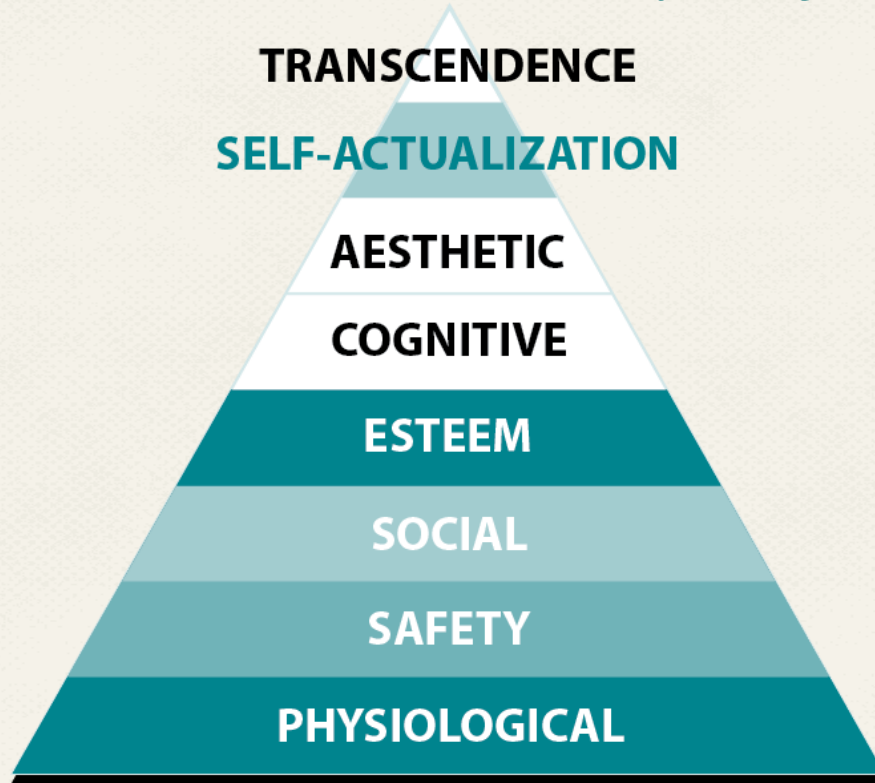


Figure 3.16, page 50

Motivation Techniques

The two most common motivators are fear and incentive, both of which have serious shortcomings.

- **Fear** motivation is the oldest, easiest, and universally least effective means of motivation. It forces you to act out of fear of the consequences.
- **Incentive** motivation promises a reward for behavior but rewards have diminishing returns.
- The most effective motivation is **self-motivation**, being inspired by the pure joy of accomplishment.

10 Ways to Sabotage Motivation

- ❑ Refrain from having written goals.
- ❑ Set unattainable goals.
- ❑ Agree to take responsibility for goals or activities you don't believe in.
- ❑ Set goals in such a way that they take a long time to accomplish without small successes along the way.
- ❑ Establish important goals that conflict with your values or other aspects of your life.

10 Ways to Sabotage Motivation *(cont.)*

- ❑ Withhold rewards on big projects until they're fully completed.
- ❑ Refuse to acknowledge your successes.
- ❑ Maintain a negative attitude about yourself, your abilities, your goals, and your activities.
- ❑ Ignore your mental, physical, and emotional wellbeing.
- ❑ Listen to the skepticism of your friends, family, and colleagues.

Highlights

It's found that happiness brings success; it isn't success that brings happiness. Therefore, if you practice positive thoughts and behaviors, you're more likely to be successful.

Self management is a key ingredient of success. It's the ability to artfully direct your life so that you easily and joyfully accomplish what you desire. It stems from deeply held values, setting goals, managing time wisely, staying inspired, overcoming barriers, and balancing your personal and professional life.

Highlights *(cont.)*

Creative visualization involves using your mind's eye to see your goal and emotionally experiencing what reaching your goal would feel like. Practicing even five minutes a day can have a major impact on your daily success.

Affirmations are positive thoughts that focus your intent and help move you closer to your goals.

Habits can be beneficial when they streamline routines by freeing up time to concentrate on other activities. They can be harmful, though, if they're the same old habits that didn't previously allow for growth.

Highlights (*cont.*)

Try cross-lateral movements to stimulate learning centers in the brain while breaking up routine. This can be used to generate new business ideas or deal with a specific problem.

Gabrielle Oettingen's technique - WOOP (Wish, Outcome, Obstacle, Plan) - suggests that it's not enough to simply dream about our goals, we must also visualize the obstacles to develop the motivation for overcoming them.

Sentence completion exercises are an excellent method for releasing energy associated with negative conditioning.

Highlights *(cont.)*

Time management has many facets—planning your day, scheduling clients, managing business logistics and marketing activities, and carving out time for continuing education.

The fundamental basis of time management is the Pareto Principle: 80% of results are produced by 20% of activities; conversely, 20% of results are produced by 80% of activities.

Daily planning is crucial to managing your time wisely.

Highlights *(cont.)*

The more focus is given to high priority activities, the more results are achieved.

By tracking key business indicators, the focus is on the way things change - the “motion” of the business.

Trend watching can help identify your unique niche in the marketplace and provides a competitive advantage when marketing your services.

Highlights (*cont.*)

Two major elements that influence the ability to successfully manage risk are the level of comfort you have in experiencing new or unusual situations and your self-esteem.

The major theories of motivation include: the Behavioral point of view, the Cognitive approach, Psychoanalytic theory, Social Learning, Social Cognition, and the Humanistic view.

Highlights *(cont.)*

Abraham Maslow's Hierarchy of Motivational Needs are: physiological, safety, social, esteem, cognitive, aesthetic, self-actualization, and transcendence.

The two most common motivators are fear and incentive.

Self-sabotage is a major barrier to success. It can manifest as negative self-talk, repeated mistakes, or procrastination. It can also show up as blaming others for your misfortune and an expectation of failure.