



Dream to Reality...

...connecting Heart & Business

**When you are
green you grow;
when you are
ripe you rot.
We encourage you
to stay green for a
long time*.*

Anthony M Turner

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Introduction

Preface

It doesn't matter whether you're currently one of the estimated 1.3 million people in Australia operating a small business or about to start out on this journey for the first time, the chances are that you've probably asked – or maybe you're still asking; *'How can I create a financially viable business from what I love to do?'*

The two just don't seem to go together.

That is until NOW.

Over the last twenty years or so, small business in Australia, American and Europe has experienced dramatic growth. There are now millions of new start-ups each year.

Many of these new business owners were drawn to creating their own business as a direct result of uncertainty in ongoing job availability, as a result of a strong desire for independence - often as a direct result of forced retirements, caused by retrenchments or skills deficiencies and being replaced by technology, lack of work in many traditional areas and/or because of an inherent driving need to do something positive to help others – be that about environmental issues, personal relationships breakdowns, helping others with ill health and/or

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providing assistance to others dealing with the myriad of stresses created by living in our fast and turbulent world.

Sadly however, many of these small business people share in a very common problem - they are frequently in financial struggle. Struggle that is often based on low self-value/belief systems, from a lack of business & marketing skills and/or more frequently from a lack of knowing how to blend their sense of service with the many cold hard realities of setting up and running a business.

This book has been written to help bridge this gap and comes from my genuine desire to *help others achieve their best* through sharing the knowledge and tools I have learnt about connecting to my Purpose, breaking free from limitation and how to create and run my business in a 'heart' rather than head based manner.

As a reader, you will be taken through a series of self-discovery exercises so that you too can connect with your inner Purpose and then translate that purpose into an ethical heart based life and business. Many of the tools used in this book and along this journey come directly from business and/or are adaptations of successful business principles.

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As you work through the exercises, you will discover how easily they can be used in the creation of your own satisfying, ethical and successful business.

I trust that in some way, this book and these words *help you achieve your best* and thereby contribute to your success on this journey.

Introduction

Introduction

If you have ever attempted to make bread, you will know that yeast is the essential (albeit small) ingredient that is absolutely critical for making the bread rise and reach its full potential.

In my opinion, having an understanding of 'who' you are, how you got to be where you are and then what you can do about changing your life in order to improve it, through the use of basic (but key) skills in the areas of planning and business, ARE as essential to creating a flourishing and successful life and business as yeast is to the successful creation of bread.

Over the last twenty plus years, I have had the privilege of working in Australia's Natural Health Industry.

During this time I have met and worked with literally thousands of Practitioners from all different types of modalities, business people at all levels of business, politicians and key decision makers in our country and some of the most renowned personal development coaches in the world.

Along the way, I have learnt many personal development tools; I have learnt how to practice the techniques of some Natural Therapy modalities and learnt various forms of meditation plus experienced firsthand, how the integration of these teachings

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into my life has given me a happier, healthier and less stressful life.

From the thousands of people of many different countries and cultures who have crossed my path during this time, and from those that I have assisted directly through my Business Mentoring activity and Business Skills Training Programs I run, I have become very aware of two issues that are both extremely common and are key sources of consternation for most of these people.

The first is that the majority of these people never had nor have clear directions for their life or any tangible plan for achieving their own success.

The second is that most feel limited in their lives but fail to see that they are the people who actually put the limits on their own opportunities.

This Book, and the others to come in the Transform your Business trilogy, is written with the express purpose of assisting bridge these life and business skills deficiencies by providing easy to learn, yet key, business skills required by those desirous of creating a successful life and business.

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In this first book you will start your journey by finding out what makes you tick, how you can overcome limitations that currently hold or have held you back and then by finding your purpose and learning how to create the life and Business that your heart truly desires; one that's aligned to your purpose.

Be aware however, that in undertaking this work you are quite likely to have some of your beliefs challenged and may, like many others I have seen, be forced to face some of the deepest issues that have held you back from achieving success in your life or business so far. This is not a 'bad' thing.

As we all know, it is in both facing and conquering our limitations that we grow and achieve success and this book is but one of those catalysts. My experience has taught me that there are many ways in which material such as what is presented in the following pages can be used.

How to use this Book

It is my intention for the material in this book to be used in several ways. First as a reference point for understanding, second as a series of personal development exercises to assist with getting or clarifying the path that is your life's journey in a

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truly conscious way and lastly, as a tool for understanding how to bring heart consciousness into your business activities.

My suggestion is that you first read the book to become familiar with the sequential process it contains and so that you can see how this process is designed to take you on a journey of first understanding the parts of you that may be invisible at this moment and then by connecting you with your inner self to find your calling and then learning how to put that calling into action. By completing the exercises contained within these pages, I am confident that you, like many others who have gone before you, will gain an illuminating and practical understanding of core life changing principles; learn skills and tools that are proven to work in both life and business and therefore have the greatest opportunity for creating the success you desire.

Your ultimate success however will depend on the decisions you make about changing or modifying current circumstances, how you embrace these new found skills and/or how well you implement them in to your life.

Getting Help

I have found from personal experience that when attempting to make change in my life, particularly at the deepest levels of

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limitations, change was made both slower and more painful when doing it on my own. I had to recognise and accept that my knowledge was and is limited by the depth of experiences I have at any given point in time.

I have found that getting the truth from an objective 'outside perspective' has helped me see through my own mental illusions, (the emotional webs that I wove and the ones I still get caught up in at times) to be invaluable. There is nothing more revealing and helpful when you are committed to change than finding someone to help you see 'what is' and trusting their wisdom enough to accept the truth of what they reveal.

It is for this reason that I highly recommend that you find health modalities (Natural or allopathic), counselling, mentoring, coaching and or whatever other assistance you feel necessary or appropriate to your circumstances to assist on your journey of self-discovery and liberation.

My absolutely sincerest aim is to *help you achieve your best*

I therefore truly wish you well on your journey and trust that my aim becomes fulfilled through you and your achievement of the success you desire.

Understanding Yourself

Part 1

Understanding Yourself

'A man has to live with himself, and he should see to it that he always has good company'

Charles Hughes

Understanding Yourself

Chapter 1

What's stopping you?

'Change and growth take place when a person has risked himself and dares to become involved with experimenting with his own life'

Herbert Otto

Understanding Yourself

I have, over the years, had the opportunity of observing thousands of people from all walks of life and in all types of businesses, both large and small. I have also had the opportunity of working closely with many successful people and have found one thing common to them all.

Truly successful people enjoy success in all areas of their lives.

I am not referring to those solely with apparent materialistic success because some of the most successful people I have met have little or no material wealth – instead I am talking about what I call ‘true success’ - people who live a life that is truly joyous, loving and harmonious. In every case of ‘true success’ I have had the privilege to observe, I have noticed how these successful people have deliberately created well balanced lives. On the other side of this ‘success coin’, I have also observed the many people (usually the majority) in varying degrees of emotional and/or financial struggle and notice how rarely they have any plans or ambitions for their future and/or who are nearly always out of balance in many aspects of their lives.

I have also become acutely aware that success in business directly correlates to the success attitudes that individuals hold in their minds and hearts and that their business success (or lack thereof) is always a direct reflection of what else is going on in

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that individual's life at any given point in time. So how do you achieve the balance that we so often hear about and that is often elusive and yet so necessary for true success?

I feel this question is best answered by first looking at what stops people from enjoying success in their lives.

As stated in my introduction, I have become aware of two main issues that are both extremely common and key sources of consternation for many people and particularly for small business owners of all persuasions.

Success in business directly correlates to the success attitudes that individuals hold in their minds and hearts

The first is that many people have neither a clear direction for their life nor any tangible plan for their own success.

The second is that most people who feel limited in their lives are the people who actually put the limits on their own opportunities.

The first of these issues will be covered in future chapters of this book when we explore the tools and methods for both gaining

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clarity of direction and then for setting a positive and achievable direction for our lives.

The second point however, deserves further explanation at this point because it is both a core reason for failure and one of the greatest obstacles most people face when looking to achieve success in their lives.

It all comes down to one word - RESPONSIBILITY.

Responsibility is defined in the Australian Concise Oxford Dictionary (2nd edition) as being;

“the state or act of being responsible, the ability to act independently and make decisions.”

How often have we been in a crisis and blamed another person or a set of prevailing circumstances for the predicament we face?

I know that I have done it plenty of times in my past.

Before learning the life skills I now know, I had all sorts of reasons for not being successful like sexual abuse from a paedophile in my childhood, moving countries and the accompanying loss of friends during my teen years, a business failure, ever lowering self-esteem due to these perceived failures

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and the later break up of a 17 year marriage and accompanying loss of the family life that was and is very important to me,.

For a period of approximately 5 years after my marriage break up, I was beaten emotionally and allowed those losses and the misery I felt as a result to run my life. In giving up and succumbing to being a victim of my experiences, I lost my job, my home, ended up on welfare and got so depressed that I regularly considered suicide and got very close to the point of taking my own life on several occasions.

Fortunately for me, through counselling, natural health treatments and learning personal development skills, I was able to find a way out of this mire and came to realize that everything was not my fault and nor was I responsible for what everyone else does or did. My responsibility was then, and is now, to be true to myself, to do the best I can at everything I face in my life and to take the positives out of every experience that comes my way.

The good news is that we can change it - simply by choosing a different way in the moment we are faced with the fear.

As I now look back at some of those past experiences and my actions of blaming others or circumstances, I clearly see how

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often it was in fact my own lack of RESPONSIBILITY (my not taking appropriate steps to prevent those 'bad' situations from happening or my willingness to accept what others gave me emotionally) combined with a lack of standing up for myself when being wronged or by my not making clear the truth of what really happened or simply, by my not owning up to my own shortcomings, were the real reasons for how I assisted in the creation of the problems that I was then facing.

So why didn't I (and why don't we all) take the steps that could stop these problems or issues in our lives from becoming something very big and difficult to resolve?

The most common answer is FEAR. Fear of the unknown, fear of what might happen, fear of looking silly, fear of getting hurt, fear of losing love, fear of losing property and for some, a very real fear of getting all of these things because, for whatever reason, they feel unworthy of having and holding success and happiness in their lives.

So what is FEAR? Some describe it as **False Expectations Appearing Real**, others as **Forget Everything And Run**. Both are true, both are illusions and both hold us back from having or doing whatever we are here to have or do.

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The good news is that we can change it – simply by choosing a different way at the moment we are faced with our fear.

Is it that easy, I hear you asking. The answer is yes to making the choice but not necessarily yes for implementing that choice. It takes practice and persistence to create a sense of comfort with a new more positive way of living and/or a more powerful way of doing things for it (the new way) to become as comfortable as the way we now face these challenges.

To explain this a little further, go back into your memory bank and think about a time when you learnt a new skill – take riding a bicycle for example.

When we first get on a bike we are fearful, very wobbly and have to use a huge amount of concentration (or training wheels) to feel confident about staying upright. After a while and after some regular practice and quite possibly (if like me when I learnt to ride) a few falls and near misses, we find our balance and become more at ease with riding. After more persistence and even more practice we grow into a stage of

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unconscious competence where we don't think about riding a bike – we just hop on and do it.

It's funny how we never seem to forget an experience once we have mastered it. Sure we may be a bit wobbly the first couple of times we get back on a bike, particularly after a few years absence from riding, but we seldom fall off because the sense of riding is inherently within us. The same is true for anything and everything we have learned in our lives, no matter whether they have a negative or positive impact upon us. We naturally come back to that same learned and habitually familiar behaviour UNLESS we either replace that behaviour with a better and more positive one or find the inner Inspiration to recreate our life in a way that is specifically designed to achieve our innermost hearts desires.

In my opinion, the answer to making positive changes in our lives is to first acknowledge that change is necessary. Next we must be both willing and determined to make the change we recognize as necessary to create the life we desire. Next we have to learn and then practice the skills required to live our lives differently and to then, through regular practice, become competent with living in the new way so that we enjoy the experience and results of our newly created life pattern.

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Remember - there is nothing that you cannot do and there is nothing that you cannot be if you set your heart on it and take the necessary action steps to manifest that desire or way of living in to your life.

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Chapter 2

Feeling ‘good enough’

‘Life shrinks or expands in proportion to one’s courage’

Anais Nin

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The next, and probably most common, issue I have observed over the years both within myself and in virtually every person I have met is that at some point in time we all hold an underlying belief that we are in some way not 'good enough'.

Mother Theresa once said; *'We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.'*

I interpret her words as a powerful affirmation of the fact we are all unique, that we all have something to offer to the world in which we live and that our world will be a lot less than it could be or can be if we do not take positive action towards making the contribution we are here to make.

Alan Cohen makes this point well and quite succinctly in his book 'Dare to be Yourself' when he writes –

'Your uniqueness is the one gift that no one else in this world can ever crowd you on. Don't fall prey to discouragement by comparing yourself to other people. You may look to others for inspiration, but never use them as a fulcrum for self-deprecation. Your gifts are just as valuable as anyone's, and to the extent that you are willing to bless and express your particular gifts, the world will reward you and take care of you.'

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To effectively make our own particular contribution, I believe we first have to accept that no matter whether we see ourselves as good, bad or indifferent, we are who we are, and for whatever reason, we are standing at this present point in our life journey with an opportunity to explore what we are here to achieve.

For most of us, this means having the courage to take a long hard and honest look at how we can and often do affect our own ability to either create or stifle the success we desire in our lives or businesses and therefore why, through our limiting choices, we often fail to reach our potential.

So how do we do this?

Firstly as stated before, we have to have to acknowledge and accept the truth of the fact *“our current situation is a direct reflection of our own beliefs”* and it is us who are key in creating the problems we face in our lives AND that it is OUR sole responsibility to do something about it. If we are serious about effecting lasting change in our lives, no longer can we look

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to someone else to make the change for us nor can we expect others to change themselves to suit our beliefs about how they

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should live or act for us to feel better within. We have to accept the truth that their life is their journey and responsibility – not ours.

Does this mean we have to accept bad and abusive behaviour from them?

No it does not. It means we have to take a good hard honest and dispassionate look at the situations we find ourselves in. Accept responsibility for the fact that on some level, we either choose to stay in an abusive environment or we allow another person to abuse us by not standing up for ourselves and then take responsibility to choose whether their way is right for us - stay if it is or leave if it neither sits well with us nor serves us.

In my personal experience and from the observations I have made of many others, I have found the most common reasons for not 'feeling good enough' are;

- limiting belief systems
- scars from our own 'bad' experiences
- lack of life education

We are all steered by these things at certain times in our lives, we all recognize the limiting hold they have over us and yet we all continue to stay (some for longer periods of time than others) in a state of victimhood by allowing them to hold us back.

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Limiting Belief Systems are simply beliefs we now hold on to in our own minds (see figure 2.1) as a result of being taught and convinced, first by others and then reinforced by ourselves, that we are not capable of doing or being something other than the truth of this limiting belief. Whilst it may be difficult to accept the truth that it is US that chooses to continue to sit in our very uncomfortable 'comfort zone' of accepting the truth of this limitation – it is nevertheless true.

The first thing to realize about limiting belief systems is their original purpose was protection.

Someone, maybe a parent, boss or teacher once said or did something that convinced you that what you either did or were about to do was potentially bad or harmful - probably as a result of their own previous bad experience. They may have yelled at you and/or in some other way emotionally frightened you to the point you decided it is safer for you to accept the truth of their experience and live your future in fear – fear of that same emotionally frightening earlier reaction.

The first thing to realize about limiting belief systems is that their original purpose was protection.

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If you think about it, even at the original time when this limiting belief was implanted, there was no certainty you would have experienced something harmful. There also was and is no certainty the other person's fears would have been realized.

How easy is it then to now see their primary intention of protecting you was one of love and concern, not one based upon restricting you?

The next thing to realize is this original thought process was implanted into your psyche some time ago (probably in childhood) and is therefore purely a memory (an illusion of the mind) rather than something that is current or physically real. If you can accept the truth of this statement, you are also likely to also be able to recognize that it is you rather than any external circumstance that now limits your current response actions and that it is you (albeit probably unconsciously) that's preventing this illusion from being dispelled.

The way to change and/or remove limiting belief systems is to firstly recognize them for what they are. Next, make a conscious decision to change them and to implement a new desired behaviour and then make that new choice each moment you are faced with circumstances that evoke the previously limiting response to that situation.

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Will you fall back into your old limiting ways – quite likely. It is a bit like riding the bike – if you have a slip, pick yourself up, dust yourself off and then get back on it again with both the belief you can ride and the courage to face falling off again. Over time, you create a habit of facing this previously limiting situation in the ‘NEW’ way and the old outdated limiting belief is eradicated.

Scars from our own ‘bad’ experiences are, from my experience some of the hardest limitations to overcome of all. In fact there are some I still work on and might possibly be working on for a while yet.

Simply put, these are those experiences we have all encountered that have caused us pain and where we have emotionally decided not to ever repeat them again. Note the term ‘emotionally decided’.

It is the application of emotion (particularly strong emotions) on such decisions that gives them their strength and that creates such repulsion to those circumstances and such a strong fear within us not to repeat that circumstance, we avoid any and every situation that has (or might have) a resemblance to the original cause. The problem with this

***If you
have a
slip, pick
yourself
up, dust
yourself
off and
then get
back on
it again***

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reactive thought process is that it is inherently flawed by the fact it is based on a belief that the exact same experience will happen again and the exact same circumstances will be available FOR it to happen again.

I say inherently flawed because the truth is that it can never happen again in the exact same way.

Firstly because now you have had the experience of encountering this particular circumstance, you are better equipped emotionally to protect yourself from its reoccurrence. Second, the players in any new similar experience are unlikely to be the same ones (and even if they are), their actions and reactions are equally unlikely to be the same because as time will have changed you so it will have changed them and they are now different.

What usually happens is that we hold a strong fear of more pain, we become protective and start looking for clues in a similar situation to reinforce our beliefs that the same thing is happening or is about to happen again. This means we are concentrating on the expectation of 'IT' happening again and therefore help with its creation in order to 'be right' and thereby reinforce our existing belief system that this IS WHAT HAPPENS in these circumstances.

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The following model (figure 2.1) of a belief reinforcement model is one I learnt from who I believe to be Australia's leading Breathworks Instructor - Nicholas deCastella and is the one I believe to be the simplest in explaining how this detrimental and destructive circle plays itself out.

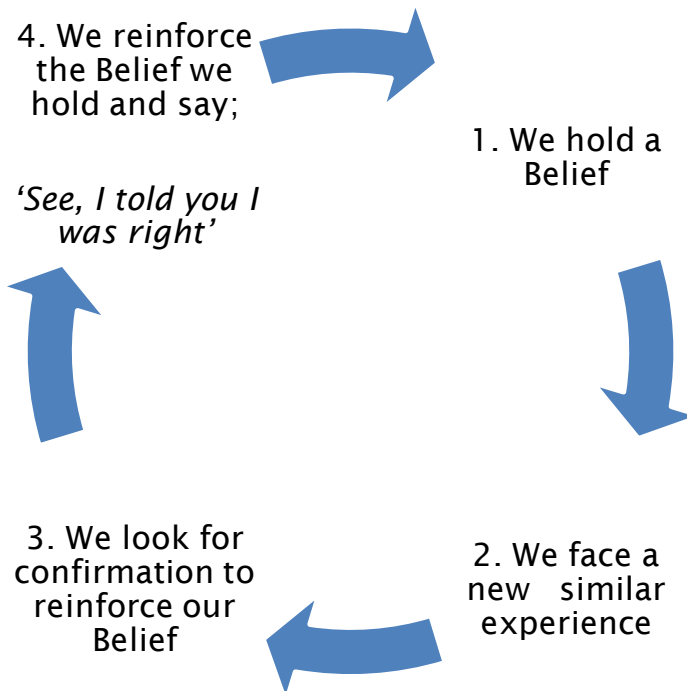


Figure 2.1 – Belief Reinforcement Model

Lack of life education is, in my opinion one of, if not the greatest, disservices ever created in modern times. When looking back on

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ancient civilizations, we easily see how our forebears viewed other tribes as barbaric and how they spent countless centuries attempting to convert everyone else to their firmly held belief systems. These behaviours, along with man's ongoing greed for material power has created more separation, fear and poverty than has ever been necessary in our world. Yet despite the so called liberated and civilized modern attitudes of today, we continue to spend \$millions educating ourselves and our children on wars and how to win them, how to interpret and manipulate our laws so we can win power over others and how to get rich quick to obtain the most 'toys', BUT still spend little by comparison on teaching ourselves and our children how to be better people, how to live in truth, how to create peace through compassion and positive interpersonal communications or that winning is only truly winning when EVERYONE gets to win.

If instead we ALL took RESPONSIBILITY for making our own lives better we both can and will effect change, firstly within ourselves and then within others around us, through the ways in which we choose to behave and act. As we continue with our own personal development (the inescapable journey of what life is really about) and develop further in our humanness, we have an even greater effect on others and the world becomes a better place for everyone to live in.

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Confucius explained this concept best when he said; *“To put the world in order, we must first put the nation in order; to put the nation in order, we must put the family in order; to put the family in order, we must cultivate our personal life; and to cultivate our personal life, we must first set our hearts right.”*

Interestingly, the people I have met who are truly at peace within themselves have little pretence and are inspirational to be around. They have a genuinely simple, compassionate and joyous way of being. They seem to float through life on a sea of inner serenity and outward calm. Do they have challenges and tough experiences? You bet they do. The difference is they do not allow challenging or tough experiences to define them. Instead they look at them objectively and ask three simple questions;

..People I have met who are truly at peace within themselves have no pretences and are inspirational to be around..

Is this my issue? If the answer is No, they let it float by like a cloud in a summer sky. If the answer is yes, they ask the next question.

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How did I create or what was my part in the creation of this issue? Once they have established a clear, honest and unemotional understanding of HOW they created or impacted the creation of this issue, they ask the third question.

What do I have to do to resolve this issue? At this point they work out what is right rather than who is right, what the best solution is and then DO IT.

This simple tool has been one of, if not the most liberating one I have ever found. It has been a key for me in removing virtually all drama from my life and I invite you to use it in yours.

As stated earlier, all of us have self-doubts particularly about whether we have the skills, courage or ability to change our circumstances or make a difference in our world. When I am faced with this challenge I think back to an illiterate tribesman in Papua New Guinea who became so fed up with the pollution in his local river and his inability to feed his family from the fish that used to live in that river, he started a campaign of awareness which in turn, created a momentum of outrage that eventually forced BHP to spend \$billions cleaning up the environment around its Ok Tedi mine site.

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This simple man took RESPONSIBILITY for doing something about a problem that was affecting his life. I am inspired by his story and use it to remember that you and I can do the same and that by taking responsibility, we can and do make a difference.

"A man who works with his hands is a labourer; a man who works with his hands and his brain is a craftsman; but a man who works with his hands and his brain and his heart is an artist." –

Louis Nizer

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Chapter 3

The 4 key personality types

'Follow that will and that way which experience confirms to be your own'

Carl Jung

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I feel at this stage of writing and before getting into the processes of creating change it is important to touch on two further areas in relation to understanding ourselves and others and about how we instinctively behave in our lives.

The first is the four key personality groupings with their corresponding behavioural traits and how an understanding of these creates a platform for both viewing people around us with greater understanding and for having the compassion to live more successfully with others. The second point deals with the difference between motivation and inspiration.

The Four key personality types

In Jerry Clarke's 'Magic of Colours' CD Program he uses a simple memory tool of grouping and describing people as being either 'Red, Green, Blue or Yellow' based on certain basic and common character traits. In the DISC Personality System as published by The Institute for Motivational Living Inc., these four personality trait groupings are described as the Dominant/Driver type, the Influencing/Inspiring type, the Stable/Steady type and the Compliant/Correct type.

My summation of how the key characteristics of these four personality groupings are described as follows;

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Red - Dominant/Driver – People exhibiting these characteristics are often the Entrepreneurs of our world. They are usually charismatic, dynamic, competitive, decisive, responsible, ambitious, strong-willed, logical and independent individuals with high egos. They are often the pioneers who are prepared to go where no man has ever gone before and the people who thrive on new challenges and/or problems to solve. They love having power, are risk takers and decision makers but can often overstep their authority, attempt too many things at once and have a tendency to become aggressive and/or argumentative when acting in their negative phase.

Green - Compliant/Correct – If you have ever come across someone who is analytical, very precise, cautious and careful in everything they do, then it is likely that their predominant personality type is the Compliant/Correct or Green one. These people are often found in the scientific and financial communities

where their attention to detail and inner driving force for ‘correctness’ truly shines. On the negative side however, they can get so bogged down in detail they fail to see the forest for all

***..does this mean
that we have to
keep changing
and morphing
ourselves like
chameleons to fit
current
surroundings or
circumstances?***

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the trees around them. Their even temperedness is often a mask for their not expressing inner feelings and they have a tendency to give in rather than standing up for what they believe. Their systematic approach to life takes a real battering, and they become very uncomfortable, when boundaries are non-existent or removed because they feel most at home with clear parameters to work within, clear expectations of what is required of them and fixed targets to meet.

Blue - Influencing/Inspiring – No doubt you’ve met the party animal, the one who loves being the centre of attention, who is talkative, emotional and optimistic - it’s most likely then that you have come across one of the Blue Inspiring/Influencing types. They are usually great motivators of others, good problem solvers and have a great sense of humour, all strong reasons why they’re often found in sales or customer service environments. Like everyone else, they too can have a down side whereby they tend to listen only when it’s convenient, get more caught up in being popular than attending to details or achieving results and often face strong fears of rejection.

Yellow - Stable/Steady - I have found in the Natural Health Industry as with nursing and other caring professions, there appears to be a preponderance of “Yellow ‘people as described

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by Jerry Clarke or the Stable/Steady type as described by DISC. These people are typically loving, caring, self-sacrificing and dependable, good listeners, patient and at times overly empathetic to the needs of others. It is therefore no wonder this personality group often has difficulty in business. As the givers of our world, it is not a natural state to put themselves on an equal footing with clients or to charge money for doing the work they love to do. One of the ways I have found to assist some in these professions change this dilemma is by helping them realize how much more they can do if they have the financial resources and business/marketing skills to both reach and then assist more people.

In an overall sense, does having this information mean people have to keep changing and morphing themselves like chameleons to fit current surroundings or circumstances?

Not at all, it simply means that we all have to come to accept that our Red, Blue, Green or Yellow characteristics are nothing more than prominent behavioural patterns that form an intrinsic part of who we are and these characteristics are likely to take over, particularly when facing stressful situations.

One of the benefits I have found of having this knowledge is that it can be used as an effective tool for understanding and

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comprehending how and why others operate in the ways they do. This knowledge also enables us to move ourselves away from limiting judgments and instead, towards a point of greater tolerance and acceptance of the differences in people and the differences in how they/we think or approach commonly faced issues. Having an understanding of how and why people behave also gives us the ability to effectively create complimentary support networks and/or teams of people both in our lives and businesses to help us move through the many and varying aspects of change we are likely to face.

Motivation versus Inspiration

Motivation is described in the Australian Concise Oxford Dictionary as being *'to cause (a person) to act in a particular way'* whilst Inspiration is defined as being *'a principle, faith, creative force or influence stimulating artistic or moral fervour and creativity'*.

Notice the difference – one (motivation) is to cause something whereas the other (Inspiration) is a creative force or influence that stimulates.

If we spend a further moment looking at this difference in more detail we easily see how possible it is for someone to cause

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(motivate) us to do something by way of force, whereas the same cannot be said for inspiration.

What I have found to be true in successful people from all walks of life (business, sport, community, raising kids or whatever) is they only become truly successful in whatever they do as a result of first hearing and then positively responding to an inner calling or inspiration that is both powerful and enduring.

For example, if I held a gun to your head; it is highly likely that I could 'motivate' you to run in a race through the creation of fear. I doubt however that a gun at your head would ever inspire you to become a successful athlete in running sports. The successful running athlete only becomes a success as a direct result of his/her own strong inner desire to not only run but, to excel at running.

I have also come to realize, both from observation of others and from personal experience, that whilst pain is a great motivator for taking action on issues, it is only Inspiration that gets us out of bed when we feel we can't. It is only Inspiration

Notice the difference – one (motivation) is to cause something whereas the other (Inspiration) is a creative force or influence that stimulates.

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that provides the inner strength to find a way when the path ahead seems blocked. It is only Inspiration that gives us the sense of purpose and drive to achieve what it is we are here to do. Interestingly, I have also found that when living with Inspiration, all the energy we require to do what has to be done is always there. Work feels more like fun than work and we become a magnet for attracting all the support, resources and knowledge we require to succeed with the task at hand.

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I am yet to find a truly successful person who is not totally inspired by whatever it is they do. This is the place I encourage and invite you to find within yourself and then live from, for it is a truly magical place in which to dwell. This (inspiration) is the place from which your success will be guaranteed if you both listen to and then act upon, with courage and determination, what you instinctively feel is the appropriate thing to do.

Anthony M Turner

Understanding Yourself

Chapter 4

The Wheel of Life

'Life is either a daring adventure or it is nothing'

Helen Keller

Understanding Yourself

One of the most common precepts of gaining and maintaining a so called balanced life is based on the concept of providing appropriately equal energy to the different facets of living that we all encounter like finance, work and family. Many readers I am sure will have at some time seen one or more of the many variations of the 'Wheel of Life concepts' (one of the most common tools used to analyse and/or demonstrate the concept of balancing our lives) that have been published in many texts around the world.

The first time I saw the 'Wheel of Life' concept was at a Denis Waitley conference I attended in the 1980's and it was the first clear pointer about where my life was at that time and a very clear indicator of areas in which I had to make changes to achieve the life I then desired and now live.

For those who have not seen this concept before, a brief explanation as I interpret and teach it follows;

The 'Wheel of Life' comprises eight segments, (see figure 4.1) one each for;

Finance - meaning everything to do with the income and debt (monetary) aspects of your life

Work – meaning what you do to earn your living (job or business)

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Spirituality – meaning the way in which you maintain connection with your spiritual aspects (religion, nature or philosophy)

Community – meaning the ways in which you ‘put back’ into the world around you like volunteering for charities or involvements in community

Health – meaning both your current health status and the actions you take (or fail to take) in relation to exercise, diet and future wellbeing,

Relationships – meaning ALL the relationships in your life (friends, family and partners of both a business and personal nature)

Leisure – meaning what you do for yourself in the way of self nurturing (holidays, hobbies and/or interests) to help you feel relaxed and lastly

Mind – meaning the ways in which you stimulate your intellectual self.

The Wheel of Life concept is for first viewing pictorially whether we are giving appropriate (although not always equal) amounts of time and energy to each of the elements included in the Wheel of Life and therefore where we currently are in our lives and then for adjusting our energy flows from areas of excess involvement into areas of less involvement in order to create a ‘more balanced life’.

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In an ideal situation, we have sufficient involvement in each of the segments of the wheel for our lives to run smoothly. However, more often than not in today's hectic world, the pressures on our time through spending more time at work and less on community, relationships and maintenance of our own health plus the many other stresses of life often lead to an imbalance that creates disharmony, stress and/or disease (disease) in our lives.

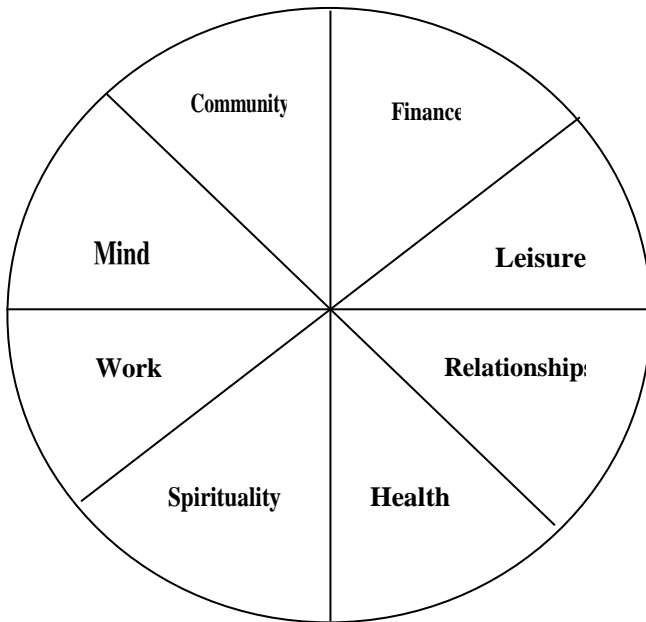


Figure 4.1

Understanding Yourself

Exercise

In an attempt to demonstrate and see where your life is at, I invite you to complete the following exercise;

- 1 With a pencil, draw a circle on a plain piece of paper.
- 2 Segment your circle into eight and label each segment as shown in figure 4.1 above
- 3 Next work your way out from the centre of the circle and draw a line across each segment at a point that feels right for the corresponding amount of time or energy that you put into that area of your life
- 4 Once you have complete drawing a line across all eight segments, erase the outer edges of the circle above the line you have drawn and see what your 'circle' now looks like

Typically in workshop environments we end up with a Wheel of Life that looks something like the one pictured in figure 4.2.

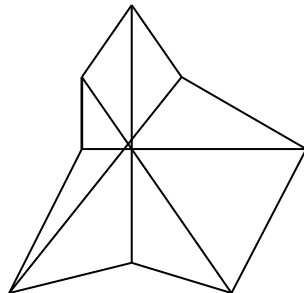


Figure 4.2

Understanding Yourself

If your picture looks like the one shown in figure 4.2 and depicts the 'wheel' of your life as it is at this point in time, one has to ask - how is it supposed to turn, let alone run smoothly.

I often find that when individuals see their 'current wheels' in the workshop environment they are usually first amazed at how out of whack their lives really are and secondly have an epiphany type moment when they suddenly realize why their lives feel so unbalanced and why they may be feeling stressed or sick as a result.

It is important to acknowledge and accept that wherever you find yourself on your 'Wheel' at this point in time is irrelevant in terms of what your life can be.

It is not where you find yourself to be that is important and it is certainly no reason to beat yourself up – as I have done and seen many people do. Where you are now IS where you are and through seeing where you are now, you have created an opportunity to make positive change in your life.

The most important thing do now is choose the actions you feel are most appropriate for you to take in order to improve your situation and thereby create more balance in your life. Also, it is equally important to recognize you do not have to have

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everything operating at the outer edges of your wheel to be 'balanced'. A life balanced at a quarter of the way, half way or at any other point in the wheel is still a fully operating wheel and is as equally balanced as one operating at the outer rim.

Understanding Yourself

Chapter 5

Self-Awareness Exercises - Personal

*'Questions are the creative acts of
intelligence'*

Frank Kingdon

Understanding Yourself

What makes you so different from all the others who hold dreams similar to yours?

We all find many ways to compare ourselves to others – but comparison is not the most valuable method of determining our unique worth. As stated earlier, Alan Cohen wrote; *‘Your uniqueness is the one gift that no one else in this world can ever crowd you on. Don’t fall prey to discouragement by comparing yourself to other people. You may look to others for inspiration, but never use them as a fulcrum for self-deprecation.’*

I believe the simplest way to identify and then understand where we are in regard to our driving belief systems and attitudes comes through conducting a self-analysis of our strengths and skills from time to time.

The following questionnaire is one I have designed to question myself in order to get a better understanding of my current attitudes, skills levels and to reveal my highest priority areas for further development at that time.

As with any other self-analysis tool, it is imperative that you are brutally honest in rating yourself. I have found it is much better to come away from these types of exercises with a realistic

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understanding of current strengths and areas of immediate challenge than to kid myself that all is OK and find out differently in the future.

To complete the following exercises, simply answer the questions posed or give yourself a rating out of 10 (with 1 being lowest and 10 being highest) as to where you honestly feel you sit at this particular point time.

1 *Do you have a clear picture of how you desire your life to be?*

Yes No

2 *Do you believe having a clear picture of how you desire your life to be would change the way you live?*

Yes No

3 *Briefly describe your current attitude and/or beliefs about your life. Especially write about any areas where you have a negative view and explain your reason for holding that view.*

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Ability to create new ideas

1 2 3 4 5 6 7 8 9 10

Ability to get everything done

1 2 3 4 5 6 7 8 9 10

Ability to stay Motivated

1 2 3 4 5 6 7 8 9 10

Ability to think critically

1 2 3 4 5 6 7 8 9 10

Determination to succeed

1 2 3 4 5 6 7 8 9 10

Ease of getting distracted

1 2 3 4 5 6 7 8 9 10

Honesty about short comings

1 2 3 4 5 6 7 8 9 10

Openness to change

1 2 3 4 5 6 7 8 9 10

Persistence

1 2 3 4 5 6 7 8 9 10

Positive outlook

1 2 3 4 5 6 7 8 9 10

Vitality to do what's needed

1 2 3 4 5 6 7 8 9 10

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Willingness to seek help

1 2 3 4 5 6 7 8 9 10

Next we are going to raise questions to uncover hidden attitudes to money and abundance. I have found that when money is not flowing easily in my life, there are often other areas not working also which is the real cause of any current monetary stagnation.

So what's your current and REAL attitude towards money or abundance?

1 *How much do I earn?*

\$_____ per week

2 *How much do I save or invest?*

\$_____ per week

3 *How much extra money do I have to earn to make ends meet?*

\$_____ per week

4 *How much debt do I have?*

\$_____

5 *When do I pay my bills?*

As they arrive

At the last minute

When I can

Understanding Yourself

6 *Does money flow easily with me?*

Yes No

7 *Do I consider myself to be in struggle?*

Yes No

8 *Do I consider myself to be in Abundance?*

Yes No

9 *List any issue(s) other than money affecting me at this point of time...*

10 *How do any of these issue(s) correlate with my current attitudes or beliefs about my financial position and/or money?*

Understanding Yourself

The following list relates to other areas of life (often considered to be the sole domain of business skills) I have found to be both beneficial and essential to have for the achievement of balance and success in my life. As with the previous list, rate your knowledge and/or skills level on the basis of 1 being for No skills and 10 being for total competency in both knowledge and skills for this area.

<i>Attitude to life</i>	1	2	3	4	5	6	7	8	9	10
<i>Business skills</i>	1	2	3	4	5	6	7	8	9	10
<i>Communicating</i>	1	2	3	4	5	6	7	8	9	10
<i>Community involvement</i>	1	2	3	4	5	6	7	8	9	10
<i>Finances</i>	1	2	3	4	5	6	7	8	9	10
<i>Health</i>	1	2	3	4	5	6	7	8	9	10
<i>Legal Responsibilities</i>	1	2	3	4	5	6	7	8	9	10
<i>Networking</i>	1	2	3	4	5	6	7	8	9	10
<i>Planning</i>	1	2	3	4	5	6	7	8	9	10
<i>Relationships</i>	1	2	3	4	5	6	7	8	9	10
<i>Self-Nurturing</i>	1	2	3	4	5	6	7	8	9	10
<i>Selling yourself</i>	1	2	3	4	5	6	7	8	9	10
<i>Sharing your knowledge</i>	1	2	3	4	5	6	7	8	9	10
<i>Speaking to groups</i>	1	2	3	4	5	6	7	8	9	10
<i>Spirituality</i>	1	2	3	4	5	6	7	8	9	10
<i>Work</i>	1	2	3	4	5	6	7	8	9	10

Understanding Yourself

Now you have had this opportunity to look honestly at where you are in relation to your skills and attitudes at this moment in time, you will probably find, as I do, that it's now a lot easier to identify areas where information or training might be required and/or in which segments of our Wheel of Life need attention in order to re-create balance in our life.

You may have also come to a realization, as I often do, about some hidden issues, blocks or entrenched belief systems that have been holding you back from achieving the success you desire and can now more readily begin the process of clearing these previously unknown (or un-admitted) obstacles.

Understanding Yourself

"It's good to have money and the things money can buy, but it's good, too, to check up once in a while and make sure that you haven't lost the things money can't buy." -

George Horace Lormier

Understanding Yourself

Chapter 6

Self-Awareness Exercises - Business

'Think first, then do'

Albert Schweitzer

Understanding Yourself

Now you have been asked and answered the questions to find out where you are at on a personal level, it is time to ask similar questions about the attitudes you hold and the skills you either may have or may require for becoming fully effective and successful in your business life.

As with the previous questions, it is imperative to give totally honest responses so you can best identify areas for improvement, areas you have no liking for and therefore require external assistance with and/or areas of competency you currently spend time (possibly waste time) on that could be best spent on improving other aspects of your business.

1 Write your reasons for going into business in the space below.

Understanding Yourself

- 2 *What outcome do you intend to achieve as a result of being in business or going into business for yourself?*

- 3 *Rate your levels for the following on the basis of 1 being low and 10 being high – remember to be brutally honest with rating yourself.*

Ability to stay Motivated

1 2 3 4 5 6 7 8 9 10

Ease of getting distracted

1 2 3 4 5 6 7 8 9 10

Ability to get everything done

1 2 3 4 5 6 7 8 9 10

Persistence

1 2 3 4 5 6 7 8 9 10

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Ability to create new ideas

1 2 3 4 5 6 7 8 9 10

Openness to change 1 2 3 4 5 6 7 8 9 10

Ability to think critically

1 2 3 4 5 6 7 8 9 10

Cheerfulness 1 2 3 4 5 6 7 8 9 10

Positive outlook 1 2 3 4 5 6 7 8 9 10

Skills – Healing 1 2 3 4 5 6 7 8 9 10

Skills – Business 1 2 3 4 5 6 7 8 9 10

Vitality to do what's needed

1 2 3 4 5 6 7 8 9 10

Honesty about short comings

1 2 3 4 5 6 7 8 9 10

Willingness to seek help

1 2 3 4 5 6 7 8 9 10

Pessimistic attitude 1 2 3 4 5 6 7 8 9 10

Determination to succeed

1 2 3 4 5 6 7 8 9 10

What's your Business attitude towards money & abundance?

1 *How much do you earn from your Business?*

\$_____ per week

Understanding Yourself

- 2 *How much PROFIT do you make?*
 \$ _____ *per week*
- 3 *How much money do you need to earn?*
 \$ _____ *per week*
- 4 *How much debt do you have?*
 \$ _____
- 5 *Would you register your Business for GST?*
 Yes *No*
- 6 *When do you pay your bills?*
 As they arrive
 At the last minute
 When you can
- 7 *Does money flow easily with you?*
 Yes *No*
- 8 *Do you consider yourself to be in struggle?*
 Yes *No*
- 9 *Do you consider yourself to be in Abundance?*
 Yes *No*

Understanding Yourself

10 Describe any issue(s) you have relating to money...

Where is your business right now?

1 Do you have a clear picture of what your business is and
how you desire it? Yes No

2 How many sales do you make per week?
_____ (number)

3 How many sales CAN you make per week?
_____ (number)

4 How much do you charge for your product/service?
\$ _____

5 Who is your main competitor?

6 How much do THEY charge?
\$ _____

Understanding Yourself

- 7 *The following list directly relates to areas in which you require a reasonable level of both knowledge and expertise for your business to be a success. Once again, rate your knowledge and/or skills level for the following on the basis of 1 being for No skills and 10 being for total competency in knowledge and skills*

Marketing 1 2 3 4 5 6 7 8 9 10

Accounting 1 2 3 4 5 6 7 8 9 10

Promotions 1 2 3 4 5 6 7 8 9 10

Legal Requirements

1 2 3 4 5 6 7 8 9 10

Management systems

1 2 3 4 5 6 7 8 9 10

Computers 1 2 3 4 5 6 7 8 9 10

Internet/email 1 2 3 4 5 6 7 8 9 10

Speaking to groups

1 2 3 4 5 6 7 8 9 10

Selling your services

1 2 3 4 5 6 7 8 9 10

Sharing your knowledge

1 2 3 4 5 6 7 8 9 10

Understanding Yourself

- 8 *Briefly describe your current attitude and/or beliefs about the list above. Especially write about any points where you have a negative association with an item on the list and explain your reason for holding that view.*

Now you have had this opportunity to look honestly at where you are in relation to your business and your business skills you will most likely find it easier to again identify areas where further information and/or training may be required and/or areas you are best to outsource rather than waste time and energy that can be better utilized in other areas.

In the next part of this book we are going to delve further into your inner most requirements for a happier life so we can first help you connect with your Purpose and then learn how to effectively align your business life with that purpose in order to become inspired by what you do in your business and thereby create greater work happiness and satisfaction in your life.

Understanding Yourself

Now that I have become aware of my purpose and work in alignment with my purpose, I feel a powerful sense of freedom and find it so easy to maintain the passion and inspiration to keep on doing what I do.

"You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand."

Woodrow Wilson

Understanding Yourself

Part 2

Finding your Purpose.

*'Live as you will have wished to have lived
when you are dying'*

Christian Furchtegott Gellert

Finding Your Purpose

Chapter 7

The Finding your Purpose process...

'Choose always the way that seems the best, however rough it may be. Custom will soon render it easy and agreeable'

Pythagoras

Finding Your Purpose

Many people dream of being their own boss, of having their own business and reaping the rewards of success. Sadly the reality is that of all the thousands who start out on this journey in Australia, around 90% fail within the first five years of operating. This means that of the 1.3 million small businesses registered in Australia in 2006 less than 130,000 of them are likely to be still operating at the end of 2010.

The same is true in life. Of the millions born each year around the World, very few achieve their dreams or reach their true potential. For those that do, there appears to be one truly common denominator – they live aligned with their purpose and operate from their hearts instead of living (or should I say existing) from their heads - the place of ego, responsibility and duty.

For many, finding purpose is an ever elusive Holy Grail they spend their whole lives seeking. For others, connection to Purpose comes when time is short and energy is low and these people often and sadly die with regret. Congratulations if you have already found your purpose. I am sure you will have noticed the obvious differences in vitality, bearing, health and success between those living on purpose and those who aren't.

Finding Your Purpose

The one who is not living aligned to their purpose often looks as if the weight of the world is being carried on their shoulders. They are frequently unhealthy, often depressed, generally lack energy and vitality and generally bemoan the world as a place to endure rather than one to enjoy.

Conversely, the 'on purpose' person is usually the one exuding health, vitality, fun, positivity and the ones who are often seen glowing with pride from the love that abounds around them and from their obvious success.

Stop right now and allow yourself to imagine for a moment how different your life could and would be if you found a clear connection to your life's purpose and were able to live the rest of your days totally aligned to that purpose in a space of heartfelt joy. Soak in that feeling and take it with you as you move on with the Finding your Purpose exercise that follows.

This process is designed to help you establish your life more powerfully. Once completed, you will better understand what matters most to you, how and who you are here to serve

Finding Your Purpose

This exercise has been designed to help those of you who are yet to come into contact with this magic ingredient - your "PURPOSE" for being in this world - to do so. Whilst appearing very simple, this process requires deep thought, consideration and honesty if it is to be completed in a meaningful way.

I first came across this concept when completing some of Michael Gerber's E-Myth work and later in another form in the book 'Zen and the Art of making a Living' by Laurence G. Boldt. It is both fair and appropriate to say that I have borrowed from both these sources in creating the following exercises, both because of their simplicity *and* their effectiveness as tools to assist in discovering, establishing and/or re-establishing a congruous and heart centred basis for people to run their lives.

In simple terms, this process is designed to help you come to understand what is not working in your life, what could be in your life and to provide a connection to the deepest levels of your being so you can tap into your inner inspiration and thereby establish your life more powerfully on a truly ethical, moral and/or heart directed level rather than as a simple or shallow reflection of limited beliefs and how you might earn an income.

Finding Your Purpose

Whilst the main purpose of this exercise is to find the CORE of who you are, we have seen many individuals who have ‘lost their heart’ also benefit from working with this process in order to put the ‘heart’ back in to their businesses and lives.

Once completed, you will better understand what matters most to you, plus who and how you are here to serve. When I last completed this process, I fully understood and now live by my purpose; *‘To live powerfully, purposefully and abundantly through helping others achieve their best’*.

In all honesty, the resonance I felt within my heart was (and still is) so strong that it brought tears to my eyes. As a result of this experience, I now include the words *‘helping others achieve their best’* in my Business logo and use this purpose statement as a barometer for making ALL decisions about my future direction. When faced with a new opportunity or an area of uncertainty I simply ask – does this particular opportunity or direction help me achieve my purpose? If YES, I proceed – if NO, I walk away.

So let’s first explain the process and then complete the exercises.

Finding Your Purpose

Step 1 – Finding out areas of discomfort, limitation or what's no longer serving you anymore?

In this first stage of the process, you are going to identify everything – physical, emotional, people, jobs, attitudes, fears, phobias, resentments or obstacles that you see as currently holding you back from having and being the best you can be in your life and that if you felt you could, would like to eliminate from your life. I believe that when we feel these things holding us back in some way, they are signals to let us know we have to identify a better way to achieve our true potential.

Step 2 – What you NOW chose to have in your life?

In this next stage of the process, you are going to make some conscious choices about how you would like your world to look and feel plus identify the things you would ideally like to have in your life. Some of these maybe the opposite of things you previously identified as not working for you.

The difference here however, is that the things you include on this list are less specific. For example, if you feel that a million dollars would be great – write financial abundance on your list so you don't accidentally limit the possibilities that might otherwise be available to you. Similarly, if someone in your life is neglectful

Finding Your Purpose

or abusive, ask for a loving, supportive and attentive relationship rather than requesting that this person change who or what they are – they have their own journey and experiences to work through that have nothing to do with you.

It is important to remember that this whole process is about YOU and you only and what the important things are for you to now have and experience in your life.

Step 3 – What’s stopping you?

In this stage of the process, you are going to select the 5 most important things for you to now create in your life. In doing this and answering the question of - *what’s stopping you from having this thing in your life right now* – you are likely to become aware of some common limitations that have so far been transparent to you and that could well be playing out in your life or unconsciously running it.

Step 4 – Your Values

In this fourth stage, you are going to write a list of all the values you believe necessary for you to live by and that you would put in place to create a better world if given the chance. These same values are the ones that you would live by if you truly felt

Finding Your Purpose

unconstricted by circumstances or the influence and beliefs of other people in your life. It is important in this writing process to feel deep inside and to fully express what's really important to **you** at this point. The values you write down are useful hints to refashioning and recreating your life in a positive and powerful way.

Step 5 –Your Personal Mission

At this next to last stage of the process, you are going to describe key elements of how you would like your life to be lived. I have found it extremely helpful to write this part as if it were a eulogy, the words spoken at a funeral about the deceased person.

Whilst this may seem somewhat unusual, writing your own Eulogy, completion of this task provides a really powerful insight into your purpose.

I have no doubt that you like me; have attended at least one funeral and I am equally sure therefore that you have heard about the character of the deceased person, of their loving attributes and unwavering commitments to family, work and community. I don't know about you, but I am yet to hear any one defined at this time by the amount of money they had in the bank, the size of their house or the type of car they drove.

Finding Your Purpose

To complete this process effectively, it is important to describe the character traits that you feel are important for you to be remembered by.

When done correctly, you will notice how your Eulogy speaks in terms of what you have achieved in your life and how you have positively contributed to the lives of others. Take time to really feel what you are writing - be sure that it resonates positively within you. If the words leave you feeling incomplete, write it again. I screwed up almost 50 versions before I reached a point that felt right for me.

Step 6 – Your Purpose revealed

Once you have completed your Eulogy, take some time to read and re-read it and either highlight or circle key words that really stand out for you. You are looking and feeling for the sense of warmth inside which tells you which specific words are especially meaningful and “right for you” and really make your heart sing.

Next you are going to create a single sentence of *less than fifteen words* that truly comes from your heart and encapsulates the essence of what you see your life is truly about. Spend further time refining it where necessary until you have reached a point

Finding Your Purpose

within yourself that says both loudly and clearly “YES THIS IS IT..... THIS IS WHAT MY LIFE IS ABOUT”

The key thing to remember when working with this ‘*Finding your Purpose*’ process is that this is ALL about you, your feelings and what is important to you at this point of time. Other people’s thoughts about you or what you ought to be doing with your life are totally irrelevant to this process. This is your time to connect with you and what your heart knows you are here for.

To effectively complete this process, I suggest you do it in a notebook or on separate sheets of paper so that you can refer back to it at future times. Also because it is highly likely, if like me, that you will screw up many pieces of paper as you refine your responses and come to find the ones that sit most comfortably and are therefore most true for you.

“The men who try to do something and fail are infinitely better than those who try to do nothing and succeed”.

Lloyd Jones

Finding Your Purpose

Step 1 – What’s not serving you anymore?

In the space provided, write a list of as many things you realize are no longer serving you or are holding you back in your life. Speak in terms of things like abuse, dishonesty or whatever you find repulsive to working and living in a space of peace within yourself and/or integrity towards others.

Once your list is complete, highlight **5 items** that represent the **MOST IMPORTANT** ones to *remove* from your life.

Finding Your Purpose

Step 2 – What you *NOW* chose to have in your life?

In the space provided below, write a list of ALL the things you now chose to have in your life – speak in terms of attributes you find beneficial and ‘heart-warming’ to working and living in a space of peace within yourself and integrity towards others. Often (but not always) these positive attributes can be the opposite of ones stated in Step 1 of this process.

Now you have completed your list, once again highlight **5 items only** that this time represents the **MOST IMPORTANT** items to have in your life. Next, rank them in order of importance with 1 being the most important and 5 being the least important.

Finding Your Purpose

Step 3 – What’s stopping you?

In this next step you are going to explore the reasons, valid or otherwise, that stop you from implementing the 5 key points identified in Step 2 as being **the MOST IMPORTANT ones** for you to have in your life.

Firstly, write the points selected in Step 2 in the spaces provided IN ORDER of IMPORTANCE – Point 1 being the MOST important and Point 5 being the least important to you. Then once you have listed all 5 points, return to point one and list all the things you see as stopping you from achieving or having that particular thing in your life. Repeat this process for the other four points.

Point 1

What’s stopping you?

Finding Your Purpose

Point 2

What's stopping you?

Point 3

What's stopping you?

Finding Your Purpose

Point 4

What's stopping you?

Point 5

What's stopping you?

Finding Your Purpose

Step 4 – Your Values

In the space provided, create a list of the values you hold dear and would implement in the world if given the opportunity.

If you are having difficulty coming up with values, think about people (dead or alive) who have made an impact on you or who inspire you and/or whom you respect. Make a list of their most redeeming qualities, things like compassion, sense of fun, courage and how they face the obstacles in their lives or whatever else makes them special in your eyes.

Once you have your list, keep these attributes in mind as you move onto the next stage in this process. They will help you formulate your response.

Finding Your Purpose

Step 5 – Your Mission

As stated earlier, I have no doubt you have attended at least one funeral and are aware, as I am, of how we always hear about the character of the deceased person, of their loving attributes and unwavering commitments to family, work and community.

Sadly, most people live their lives without giving thought to the consequences of their actions and would probably be surprised and in some cases regretful if they found out how they are really regarded by family, friends and peers.

How different could their lives (and possibly your life) be if a conscious decision was made about how to live that life when they had or you have the opportunity to do so?

This is why I like using the writing of a eulogy as a tool for creating your Personal Mission. Whilst I understand this may seem a somewhat unusual way of creating a Mission for your life, the writing of your own Eulogy (the words you would like said about you at your funeral), provides the most powerful way I have found for gaining insight into our real purpose.

Finding Your Purpose

To complete this process effectively, it is important you describe the character traits you feel are important for you to be remembered by.

When done correctly, you will notice how your Eulogy speaks in terms of what you have achieved in your life and how you have positively contributed to the lives of others. Take time to really feel what you are writing - be sure it resonates positively within you. If you find as I did, the words you have in front of you leave you feeling incomplete, write them again.

Whilst you can use the space provided, I suggest you do your initial version(s) on separate sheets and only record your final version in this book for future reference.

Once satisfied your eulogy encapsulates YOU as you truly chose to be remembered proceed to the final step of this process.

Finding Your Purpose

Step 6 – Your Purpose revealed

Now that your Eulogy is completed, take some time to read and re-read it and either highlight or circle key words that really stand out for you as being the essence of what your life is about.

Whilst selecting these words, you are looking and feeling for a sense of warmth inside which tells you which specific words are especially meaningful and “right for you” and really make your heart sing.

Once you feel totally comfortable with your selection create a single sentence of **less than fifteen words** that truly comes from your heart and encapsulates the essence of what you see your life is about.

Next spend some more time - really sitting with the sentence and refining it where necessary until you have reached a point within yourself that says both loudly and clearly “YES THIS IS IT..... THIS IS WHAT MY LIFE IS ABOUT”

Finding Your Purpose

Congratulations... you now have a picture of your purpose - the core of what your life is truly about and what you are here to achieve.

I suggest you write this sentence down, keep it with you and refer to it often (especially when feeling unclear or unsure of which way to go).

You can use it in many ways. One of my favourites is as a barometer for my direction by asking '*does this direction or this thing help me achieve my purpose?*' You may also choose to do as I have done and incorporate your purpose into your Business' Logo or identity – mine is;

e-motivation - "Helping others achieve their best".

However you choose to use it, know and remember this sentence represents the essence of you, your purpose and your life, so use it well.

Finding Your Purpose

"Achievement to most people is something that you do... to the high achiever... it is something that you are..."

Doug Firebaugh

The Big Picture

Part 3

The Big Picture

'Far away, there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they may lead.'

Louisa May Alcott

The Big Picture

Chapter 8

Bringing your Purpose to life.

'A man of real character is consistently courageous, being imbued with a basic integrity and a firm sense of purpose'

Martha Boaz

The Big Picture

Now you have come to find a sense of your purpose, it is important to decide how this purpose is going to be birthed into the world and how you are going to live your life in alignment with that purpose.

In business, this is usually done through the development of Mission, Vision and Philosophy statements. Whilst many companies spend many thousands of dollars coming up with the exact words to encapsulate their ethos and ethical standpoints, most individuals give little or no heed about how they choose to live their lives. Instead, they float from one experience to another using the most expedient response available.

If as individuals we are to truly live and work with purpose, I believe it is important to create a clear written statement of the what, how and why of living our life both on a personal and business level. Doing so creates a strong integrity based platform to measure the 'intangibles or heart' as well as creating the strongest bond of integrity between our hearts and the way we walk on this earth. There are, I believe, two other important reasons for creating these Statements. The first being they provide clear direction and inspiration for you and everyone you choose to work with. The second is they provide a life map to

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ensure we constantly head in the direction we intend and thereby maintain integrity with living by our stated values.

Having already created the Personal statements in the previous '*Finding your Purpose*' process, we now turn our attention to creating the Mission, Vision and Philosophy statements for your life or Business.

To assist with making it easier for you to create your own, I describe them as follows;

Your Mission Statement is a succinct description about how your purpose is to be manifested in the world.

Your Vision Statement, on the other hand creates a 'helicopter view' picture of the work you have decided to do to achieve your purpose, in terms of the essence of what you do rather than the detail of how you do it.

Your Philosophy Statement describes the values you embrace and the ethics you use in every aspect of your life.

The following example is from my own business and is included to provide an understanding of what such a Statement might look like. Take special note of the fact the descriptive statements

The Big Picture

are brief, take a 'helicopter or big picture view' and are written as if they have been achieved.

Mission: We facilitate and support the development of individuals and small businesses in the fulfilment of their heart's desires

Vision: We are a highly respected International provider of personal development and business skills courses, materials, mentoring and support to individuals, groups of people and/or businesses seeking practical, inspirational, transformational and spiritual based training, coaching and/or support.

Philosophy: The core values of our business, staff and suppliers are trust, respect, integrity, and reward for effort and contribution.

Our Commitments are:

To support individuals in the achievement of their goals, aspirations and personal growth through highly

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effective and ethical training, mentoring and encouragement programs.

To clearly and actively demonstrate innovation, excellence and integrity in all areas of our lives, work and business

To continuously learn, develop and grow, both as individuals and as a business.

To support philanthropic projects aligned to our values

Our Motto: *'Helping others achieve their best'*

You may notice how this Philosophy Statement includes the people we deal with as well as ourselves. This is done quite deliberately. We know how powerful it is to clearly set our energetic intent and therefore inherently know the inclusion of these other people in our statements energetically acts like a magnet for attracting appropriate staff, suppliers, business partners and customers who are aligned with our values and who can see how we can truly benefit from dealing with one another.

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Use the space provided on the next few pages to write your own Mission, Vision and Philosophy Statements. Don't worry if they are not perfect the first time. I found it took many attempts and refinements before getting that 'this is really IT' feeling.

Once again, we suggest using blank sheets of paper in the creation and refinement of your statements and then transferring your final drafts into this book for future reference and safe keeping. We also suggest you create two sets – one for your life, the other for your business.

The Big Picture

Your Mission

The Big Picture

***"A great attitude is not the result of success;
success is the result of a great attitude."***

Earl Nightingale

Chapter 9

Creating your Big Picture.

*'What thou lovest well remains, the rest is dross
What thou lov'st well shall not be reft from thee
What thou lov'st well is thy true heritage*

Ezra Pound

The Big Picture

Confucius once said *“A man without target – hit nothing”*.

You may be as surprised as I was when I first started working in the area of personal and business development to find out most people, both in life and small businesses, have no clear picture of why they are in business or where they are heading.

In most cases, when seeing a client for the first time and asking where they are headed or what they are looking to achieve in their life or business, they look at me dumbfounded. Often they realize they are living or have gone into business more because of what they don't want, like a boss, time restrictions or people telling them what to do rather than for more positive reasons of personal fulfilment or making a difference.

I liken this situation to walking up to someone in the street and asking 'Can you please help me - I'm lost?'

I know the first question I am always asked in response is - "where are you going?"

So my question to you at this point is – where are **you** headed and what is it that **you** are attempting to achieve in your life and business?

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Don't be angry or upset if you have no immediate answer – most people I ask have to stop and think about their answer.

That's why I have included this next exercise - it is specifically designed to assist you with creating a truly clear and tangible picture of your own future direction and is known, in business parlance, as a Strategic Objective.

Firstly, let's define what a Strategic Objective is.

A Strategic Objective is the main target or goal (as you can see it from the vantage point of where you are now) to be achieved from your efforts.

Do not be concerned if it is not earth shattering like a multibillion dollar corporation or has the potential to save humankind by ending all wars. Most of us are here to perform much smaller tasks – so any size that is appropriate to and for you is absolutely correct and perfect.

My question to you at this point is – where ARE you headed and what is it that you are attempting to achieve in your life and business?

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In the workshops I run, I use a meditation to demonstrate this point more clearly. We start off by walking along a forest path that's flanked by ferns and trees. As we progress along this path, we take note of the birds singing, the stream bubbling beside us and the forest around us. As they relax into this scene, participants are invited to become aware of the canopy above their heads and how the sunlight gently filters through its leaves. As they tune into the canopy and the filtered sunlight, I invite them to gently float upwards until they move through the canopy and see how the forest is ringed by mountains. As their awareness moves towards the mountains, they are asked to select one that appeals to them and then to gently float, first towards it and then up the face of it, until they stand on its peak.

Once standing on the peak, they are asked to look around and take note of the scenery (maybe an ocean, city, desert or rolling farm land) that lies on the other side of their chosen mountain. As they look at this scene they are asked to take notice of a bird circling in the distance and how graceful it looks as it effortlessly floats on a summer breeze.

I then invite them to call the bird towards them and as it comes closer, to take note of how big it is. As it nears, it becomes apparent the bird is large enough to ride on its back. Soon the

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bird draws alongside the participant and they hop on its back and are taken to even higher places that only a bird or plane can reach and to experience the view from this greater height.

Once participants are brought back into the room, we discuss how the various scenes they observed from the varying height levels are metaphoric for the different objectives we both have and complete at different stages of our lives.

For example, as a baby we learn how to walk and talk. As we grow, we learn how to run, play, kick a ball and use our minds and as we grow from child to teen, our focus turns to being an adult. Next come aspirations of career, a home of our own and a family. After that we turn our eyes towards retirement and taking time to enjoy the fruits from our years of labour. For some, each step is considered and undertaken with a spirit of passion and adventure. Sadly however, most travel this path in an unplanned way and as an unconsidered transition through life.

The people and business owners I have met who are truly successful live aligned to their purpose and values. These people know how important it is to have clear objectives and direction for their future. They hold an exceptionally clear, big picture view of what they are creating and why, what they desire as an

The Big Picture

outcome from their endeavours and how what they are creating provides a real benefit to the people around them.

Their picture, apart from being their key goal for that next stage of their life and the Barometer they use to stay inspired and remain on track to reach their intended outcome, is their purpose in action.

There are many views on how Strategic Objectives should be written. Once again, because of my personal understanding and acceptance of the power of intent in attracting what I put out, I prefer to keep Strategic Objectives clear, simple, unambiguous and write them as a Future Statement of Achievement, formatted in the positive form of; *'It is (date) and we have achieved our aim of...'*

The following example is from my own business and demonstrates the style that I use, teach and recommend.

It is December 2012 and we have achieved our aim of creating and delivering workshops and mentoring services in multiple locations throughout Australia, the UK, USA and other countries.

Turnover has grown to \$20 million per annum from training & product sales, overseas Licenses and the sale of short programs and products via our web site. Our net profit is 20% before tax

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and 10% or more of this is donated to philanthropic projects aligned to our corporate values.

Customers truly enjoy dealing with us due to our positive, innovative and solutions oriented service. They especially value the uniqueness, power and strength of our supportive follow up and skills reinforcement programs.

We demonstrate our unique points of difference from competitors by our unwavering commitment to individual personal growth, innovative approaches to teaching and our passion for assisting and coaching clients with open, honest and non-judgmental support plus our continual striving to achieve our purpose of 'helping others achieve their best'.

It is obvious from reading this example; we have some very large aspirations and desires. It is quite likely you may be thinking you have no intention of creating anything that big. So let's be very clear at this point by saying that you neither have to and nor are you expected to.

We have come to know many individuals in health practices and/or other small businesses who are extremely happy working 3-5 days a week for a modest income without any intentions of becoming global businesses because that is what they feel is appropriate to their lives and their families.

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A Strategic Objective for one of our clients (a Natural Health Practitioner) read like this;

'It is December 2012 and I have achieved my aim of working 4 days a week as a practitioner in my home clinic specializing in Learning Difficulties for Children.

My earnings are \$65,000 per annum from the 6 clients I see on each of these days.

My Clients truly enjoy dealing with me because of the results their children get when they follow the innovative programs I provide.

I demonstrate my unique points of difference from other Practitioners by my unwavering commitment to finding and using innovative approaches for teaching children easy methods to assist with their learning'.

The purpose for creating a Strategic Objective view for your life or business (whether your business exists or is yet to be created) is to clarify the picture of what you intend to achieve so you will energetically magnify your ability to manifest that outcome. Your success in achieving this objective (and the others that are likely to follow) is dramatically magnified and enhanced if the outcomes are directly aligned to your purpose. So, if you have

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not already done so, I suggest you review your Purpose, Mission, Vision and philosophy statements and give serious consideration to what your end result picture looks like before writing your Strategic Objective.

Now spend some time creating a Strategic Objective appropriate to your life or business in the space provided. Allow it to come from within without any concern at this stage about details or concerns of HOW you are going to achieve this objective.

These answers will become clear as you learn the tools and complete the exercises in the following chapters which are specifically designed to provide you with the 'how to' of bringing your Strategic Objective to life in an achievable way.

What is important at this time is to accept and trust that if you can conceive an inspirational big picture for your life and business, ALL of the tools, people and resources to achieve that outcome will become available to you at the appropriate time.

Once again, we suggest using blank sheets of paper in the creation and refinement of your Strategic Objective statement and then to transfer your final draft into this book for future reference and safe keeping.

Chapter 10

The 5 Step Approach

"Some men have thousands of reasons why they cannot do what they want to, when all they need is one reason why they can."

Mary Frances Berry

The Big Picture

Now you have created your future picture, the Strategic Objective for your life or business, you may be looking at it and thinking how on earth am I going to achieve this – it seems so big and I don't know where to start?

This is a critical point in the evolution of your direction. In fact, many people stop at this point and fall back into old patterns, give up and walk away because they cannot see how they could ever achieve this 'dream' and in fact, who are they to ever think they could do something like this in the first place.

I know the truth of the power of this block and the criticality of this time because I have had to face it myself in the past. I clearly remember how I allowed my doubts and insecurities to take over and prevent me from moving toward alignment with my purpose and business ideas on more than one occasion. Fortunately I eventually 'got it' and both realized and overcame these blocks.

Over my years of mentoring clients and teaching in Workshops I have seen many, many others face this same barrier and have sadly watched many make the decision to walk away because 'the time wasn't right' they didn't have the skills', it was all too hard' – in truth they, like me, didn't believe they could do it and proved themselves right.

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You don't have to repeat this pattern – unless it is appropriate for you to do so in order to learn something else – because the answer of breaking the enormity of your Strategic Objective down is simple. Just as with planning to take a journey or completing any other major activity, you break the 'big picture' down into smaller manageable steps that lead you logically and effectively along a path to completion of the desired outcome.

To explain this more fully, consider planning a long journey for a moment. After deciding where you are going, you work out various stopping points for activities you wish to experience, times for rest and food and thereby break the whole journey down into a sequence of smaller journeys, each one leading to the next. The same process is used here – we break the big picture down into 5 Steps – Step 5 being the final outcome and Step 1 being where you are now. Steps 2, 3 & 4 are staging points along the way. Pictorially it looks like this;

Step 5 - **The final picture is achieved**

Step 4 – half way between 3 & 5

Step 3 - **About Half way**

Step 2 – half way between 1 & 3

Step 1 - **Where you are now**

The Big Picture

To help you get a better idea of how this concept works, let's consider a more practical example objective to achieve.

For this example, let's say that the objective is to live in a beautifully furnished dream house that's purpose built to our requirements in a favourite location on top of some cliffs overlooking the sea and that our current situation is one of renting in the city and just starting to look for land. The 5 Step break down for creating this dream home (Strategic Objective) will therefore probably look like this;

Step 5

January 20XX - Living in your Dream Home

Step 4

Construction is completed, finishing is commencing and furnishings are being selected

Step 3

Foundations are completed and construction has begun

Step 2

Land is purchased, plans are drawn and permits are granted

Step 1

Currently Renting & Looking for Land

The Big Picture

Notice how none of the individual steps in this example are timed other than the final outcome of living in the house. This is done purposely.

At the outset and in the early stages of any planning process, it is most likely we will be unaware of some of the time frames required to achieve all of the specific action points that are to be handled between individual steps in this process.

You may also notice that Steps 1, 2 and 3 in this example are mainly about the planning and creation of firm foundations upon which the dream house is to be built. This scenario of a lot of planning and preparation is also likely to be true for you in breaking down your life and business Strategic Objective.

I have come to realize through my own trial and error, that whilst we do see a little return for our labours in the early stages of implementation of our Strategic Objective, it is more likely to see the real and bountiful fruits of our efforts in the latter stages of this 5 Step process.

As with a house, the quality, firmness and strength of the foundations we set (life/business planning) are essential to creating a home (life/business) that will stand the test of time and weather the storms of life.

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Also, and as with the house example, the walls, roof, finishing and decorating happen very quickly, even exponentially, once solid foundations are created and have been given time to set.

When commencing my business, I found the first 2–3 years were full of planning, alignment, re-alignment, building a client base and establishing my reputation (my foundations) and that as these came into place, work came more naturally and with less effort than what was required during earlier growth times.

It is important to understand this initial 5 Step process is specifically about creating manageable ‘MEDIUM SIZED STEPS’ to ensure the logical achievement of your overall Strategic Objective.

So, before breaking down your Strategic Objective into the 5 Steps you consider most appropriate for achieving your desired outcome, I suggest you go back over your Strategic Objective several times and think about appropriate ‘resting points’ to take on your particular journey.

Once again, we suggest using blank paper in the creation and refinement of your 5 Steps and then transferring your final draft into this book for future reference and safe keeping.

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The 5 Steps of your Strategic Objective

Step 5 (your Outcome) -

Step 4 (half way between 3 & 5)

Step 3 (half way)

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Step 2 (half way between 1 & 3)

Step 1 (Where you are now)

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"Learn how to separate the majors and the minors. A lot of people don't do well simply because they major in minor things."

Jim Rohn

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Chapter 11

Goal Setting – planning your success.

*‘The Universal is always the same, the
specifics are always different’*

Robert Aitken

The Big Picture

Goals & goal setting

When reflecting on the enormity of a Strategic Objective, it is not surprising many people get overwhelmed by the task at hand. Sadly, and as stated in the previous chapter, I and many others have given up before getting started because the 'big picture' view appears too daunting and/or because they don't know where or how to begin. I remember being told that a wise man once said that *'The best way to eat an elephant is to take one bite at a time.'*

Therefore the next crucial step in creating your ideal Business is to consider how you are going to bring each of the 5 Steps into action. This is best done by setting specific action based goals that are designed to cumulatively build your experience and to logically assist you with moving between each of the 5 Steps identified earlier. Before starting however, it is important to understand what goals are, why it is necessary to set them and how to set them in a way that will create the greatest assurance of achievement.

So let's commence with the definition of how I view goals.

The term Goals in the way I use and teach them in my Workshops is that they are an intrinsic part of your Action Plan

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and are the smaller stepping stones you create to move between each of the 5 Steps (your medium sized success points) of your overall Strategic Objective. Once these smaller individual goals or tasks are achieved, they provide you with both tangible results of movement, affirmation of success plus, in my experience, the ongoing inspiration to keep moving forward.

As with eating the elephant, I truly believe the effective break down of your Strategic Objective, first into the 5 Steps and then into individual action points (Goals) – creates flow and a logical staircase of tasks, each leading naturally to the other in both a realistic and an appropriately manageable way for achieving your overall Strategic Objective.

We have noticed that many texts and Business or Life Skills Coaches teach a similar system of Goal setting that is commonly known as ‘SMART’ goals.

‘SMART’ is an acronym which stands for

Specific,

Measurable,

Achievable,

Realistic/Relevant and

Time Framed.

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Specific – means stating very clearly what the goal is to achieve at this specific point in time. I remember making the mistake of not being specific in the past when I created a goal to travel. At the end of the year I was talking with a friend and saying I had missed achieving this goal and was shocked by his dumfounded expression. He pointed out that in moving to a country area, how I travel further to work each day and how I had taken several interstate business trips during the year. It was only then I realised I had indeed travelled more – the issue was my mental intent was to create this travel as pleasurable holidays overseas but had failed to be that specific when I wrote the goal down.

Measurable – means you can quantify your results in some way so you know the task has been completed to the degree that is required. When writing goals for income or sales, it is easy to create measurable targets. It is less so however, when creating measurement for non-tangible items like the improvement of personal relationships. In these areas, it is important to get objective about what improvement looks like to you – does it mean less arguments and therefore more frequent calm discussion and verbal interaction. If this is the case, maybe you measure the percentage of good communications you have against the previous norm – for example, if you spent 75% of your time arguing with this person, a reduction to 60% of the

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time is a big improvement. Make sure the measurement you use is based on what you gain - e.g. improve our quality time by 20%, so the energy is always on gain rather than reduction or loss.

Achievable – means exactly what it says, each goal can be achieved by you in the time frame required. With appropriate time, training and experience, we can all climb Mt Everest however, if we have never climbed a mountain and are extremely unfit; it is impractical to have a goal to climb the highest mountain in the world in 3 months time. Does this mean we should abandon our idea of climbing Mt Everest? No. It simply means we might be better off considering that particular ‘Goal’ as a Strategic Objective instead and then break it down into Steps and goals appropriate for its achievement.

Realistic/Relevant – is the goal you are setting realistic in its relevance to the overall objective or is it a diversion or tangent from the overall aim? We are often faced with ideas and concepts that seem great at the time but find out, after pursuing them for a while, they were distractions from the main game of what we intended to achieve. As stated earlier, your Purpose, Mission, Vision, Philosophy and Strategic Objective provide clarity about your main plan and provide focus points and

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barometers to test the relevance of any specific activity or concept.

Time Framed – means you have stated when your goal is to be achieved. Many people ‘conveniently’ leave this aspect out when setting goals – often as an unconscious escape clause from committing to the result. Others create long lead times and forget about the tasks until realizing how quickly the deadline has crept up and how unachievable it has become in the shortened time frames caused by earlier procrastination. I have proven many times over that *commitment to a realistic time frame* not only ensures that a goal is achieved, it adds a very powerful energetic momentum to bringing the goal to fruition.

Whilst we support the concept of his system, in our opinion we felt something was missing and have added ‘ER’ to this acronym and now prefer to use what we call ‘SMART-ER’ goals.

The ‘**ER**’ that we have added stands for **Evaluation and Review**.

So let’s look at these definitions in more detail.

Our added elements to the SMART acronym are, as stated before, Evaluation and Review. I explain the context of these as;

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Evaluation – means the process by which you re-examine your goals on a regular basis to ensure they maintain relevance to achieving the main objective and continue leading you in the direction you intended. In our experience we have often found that as we gathered further information, a goal which we had previously considered appropriate turned out to be a waste of time or effort and was replaced with a more appropriate one.

Review – means the process of checking where you are and what, if any, adjustments need to be made to time frames or other elements due to unforeseen obstacles or delays caused by external factors beyond your control.

The key thing about Goals and Goal Setting is to remember NOTHING is set in concrete, you are both ALLOWED to and it is EXPECTED you will change goals or the parameters of goals once you gain further information or insights into what is truly required to achieve your Strategic Objective.

The other point to make is that it is quite likely you may re-arrange goals in order to move more easily to your next Step in the 5 Step Process. All of this is OK and it is essential you give yourself the permission required to be flexible and make necessary adjustments and/or changes as you go.

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In the space provided, practice creating Goals using the SMART system by writing a Specific, Measurable, Achievable, Realistic and Time Framed goal.

Goal 1

Goal 2

The Big Picture

It is likely that as you start the REAL process of identifying the Goals to achieve between the Steps of your Strategic Objective you will start to notice things to be done at future times. For example, whilst moving between Steps 1 & 2, you think of something to be done between Steps 4 & 5.

A simple way I have found of ensuring these thoughts are captured and for ensuring my energy is not wasted on attempting to remember them is to create a Goals Book.

I have found the 5 subject notebooks you can purchase from most office and school suppliers are ideal for this purpose. In the first section, I write my Strategic Objective (mine has objectives for each of the 8 aspects of the Wheel of Life) followed by the 5 Step breakdown for these Objective(s).

In the next section I create a space of 3-5 pages for each of the Step progressions e.g. Step 1 to 2, 2 to 3, and so on and then write down all my individual action goals and/or tasks under the appropriate Step section.

I have also found it beneficial to give individual goals a priority rating at this time of either A, B or C so I can concentrate my efforts on the ones that will make the most difference. In my system, A stands for Important and Urgent, B stands for

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important but not urgent and C stands for neither important nor urgent.

In the next section I record new ideas and new opportunities I either think of or have presented to me so I can review their ability to help me achieve my overall objective.

In the next section I record the names of contacts and people I meet who may be able to assist me in achieving my objective and in the last section, affirmations or quotations I use to maintain my own enthusiasm and to feed my inspiration.

I have found that the beauty of this system is I can take this book anywhere I go and that by frequently reviewing its contents and making regular notes in it, I always keep myself on track with my Objective and always REMEMBER what has to be done and the appropriate time to do it.

You might ask - how do you find time?

The answer is simple. Each week I allocate a particular time explicitly for this purpose. I call it my 'café time' and I go to a café for 1 to 1.5 hours, switch my phone to silent, have lunch, review my progress and make notes about my next steps. I have found being away from home and office and by being out of

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contact for a short time creates a neutral space in which I am better able to concentrate on being reflective.

The last thing we suggest in relation to Goals and Goal Setting is that you remember to use this process for your life AND for your business.

The clearer and more specific you are about what you choose to create in your life and business the more successful, balanced and satisfying your overall life will be.

Living On Purpose

Part 4

Living on Purpose

‘Obstacles will look large or small to you according to whether you are large or small’

Orison Swett Marden

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Chapter 12

The Challenges you might face.

'Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great'

Mark Twain

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Challenges come in all areas of life and business.

Sadly, not many people in our world see these challenges for what they truly are – experiences to grow and/or opportunities to find a more appropriate way of achieving their potential.

Many give up when faced with challenges and others are beaten by them. I know that both of these scenarios have been true for me over the years, both in life and in my business ventures.

We all have our reasons for succumbing to outside pressures and our own journeys of recovery, so it is not my intention to pontificate on reasons why or how to overcome such setbacks. My intention at this stage is purely to make you aware of some common issues people frequently face and, more specifically, to provide an understanding of why so many people fail when attempting to start a business.

One of the biggest challenges many people overlook, either through being unaware or of not considering the impact, is how their lives and the lives of people closest to them (particularly family and loved ones) are likely to be changed as a result of creating a new life direction or going into business.

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The first thing that happens is the person changing direction or going into business becomes more driven, works longer and interacts less with family and friends.

This may be great for the individual on the journey, but can be extremely scary for the family and friends who have been accustomed to receiving their attention up until this time. It is likely to bring up fears of rejection, feelings of being unloved or maybe feelings of being unwanted within them that have the potential for leading to anger and resentment if left unaddressed.

Most commonly, these fears are expressed through blaming you for their 'bad' feelings or by making attempts to convince you that what you are doing is not worth it, maybe by pointing out you have a pattern of failing and will only do the same again or maybe by attempting to make you feel guilty about what you are doing by telling you how bad a friend, lover, partner, mother or father you have become and/or how 'selfish' you have become because you no longer consider their needs.

What they are most commonly attempting to achieve with this behaviour is to get you to change back to the person they know and are used to having around – because if they can't get you to

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change, they are likely to have to face the scariest thing of all which is changing and growing within themselves

It's not surprising then that many budding new business owners and people on a path of personal evolvment give into these external pressures, bury their ideas and cement in everyone's minds (particularly their own) they (the detractors) were right and that they *are* 'better off' towing the line these significant others set for them by giving away their power and dreams.

There are other ways.

The simplest way I have found for minimising others fears, is to provide as many opportunities as I possibly can for including them in what I am doing. Use the knowledge and strengths these significant others possess, show them how they too can benefit from the results of what you intend to achieve. Show them how valuable the incorporation of their needs and special skills into your plans is and how much you appreciate them helping you accomplish your objective.

In terms of small business in the wider sense, statistics show that despite many people dreaming of being their own boss, of having their own business and reaping the rewards of success, around 90% fail within the first five years of operating.

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This means that of the 1.3 million small businesses registered in Australia in 2006 LESS than 130,000 will still be operating at the end of 2010.

In the Natural Health/LOHAS industries specifically, I have also seen, heard and read many predictions about success and/or failure rates – particularly in relation to Practitioners, the direst being that only '*¼ of 1% of qualifying wellness professionals survive for more than two years*'.

When looking for further business success statistics relating directly to various segments of small business I found the 2002 University of Sydney's Faculty of Health Services survey of some 4500 complementary health practitioners in Australia (***National Survey of Naturopaths, Herbalists and Acupuncturists - ISBN 1 86487 533 X***) which was conducted on behalf of two of the country's leading professional associations – the Australian Naturopathic Practitioners Association (ANTA) and the Australian Traditional Medicine Society (ATMS). The final sample, upon which their findings were based, numbered 2,203.

In describing their findings, I have added some of my own commentary which is *italicised* so you can tell the difference.

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Some of their key findings showed that;

- **82% of respondents were in practice at the time of the survey**

Of the 28% who were not in clinical practice, the report stated that over half cited financial difficulties, working at other jobs, illness or misadventure and various types of absence due to family or leave as being the main reasons for their absence from practice – *the very same reasons many other small business owners fail or give up.*

- **73% of responding Practitioners are female**

It was noted in the report that this result approximates the percentage distribution of female workers in the wider Australian health industry across which women are 78.1% of the workforce – *whilst these statistics are true for the health industry, they contrast dramatically with total small business registrations in Australia where only 32% of registered businesses are owned by women*

- **59% of respondents practice alone**

My own studies of other small business statistics reveals this result to be in line with National figures show 56% of all small businesses as non-employing

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and 68% of small business are home based (source - ABS Statistical report - 8127.0 - Characteristics of Small Business, Australia (Reissue), 2004)

- **22% trained between 1980-89, 50% between 1990-99 and 23% between 2000-02**

In my opinion, these figures both confirm and indicate the high influx of people into natural health in more recent years. If one considers the increasing number of Colleges teaching Naturopathy, Chinese Medicine and other modalities in Australia, it makes sense that Practitioner numbers are increasing rapidly. It would be interesting to see the figures for ALL modalities – but sadly, no such statistical information appears to exist

- **24% see less than 5 consults per week 42.5% see less than 10 and 66% see less than 20 clients per week, yet 69% state that a number between 11 and 30 consults per week is ideal.** – *once again this is indicative of the frequently found gap that exists between actual results and those required for financial viability in the wider small business area*
- **56% of Practitioners earn less than \$30,000 and 21.5% earn between \$30,000 & 50,000.**

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This means that only approximately 22% of these higher qualified Practitioners earn in excess of \$50,000 per annum - *a point that I find quite interesting when one considers the time commitment (4-5 years) and cost (between \$30-50,000) of obtaining a degree in Naturopathy, Traditional Chinese Medicine or Homoeopathy – again this is indicative of a disparity that often occurs between the costs of getting ‘qualifications’ and the return (in terms of income) on that investment. It is also indicative of the common structures that exist regarding earning bands within any particular industry group – a small percentage earn high incomes, some earn reasonable incomes and the majority tend to scrape by*

- **97% would apply for a ‘GST free’ status**

this is particularly interesting in that it means these people have energetically predetermined their intent NOT to earn incomes greater than GST thresholds

In studying the statistics of this industry group, I had to wonder why such a large proportion see only half of the clients that they know they require to be financially viable?

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My own research into this secondary question reveals the following as being the most common reasons put forward by business owners as justification for such low success rate

- 1 Most are NOT taught how to set up, run or promote their business for success within the framework of their qualifications
- 2 Many hold very strong beliefs about how much they can charge for their services and suffer financially as a result
- 3 Many people feel business practices and ethical or spiritual living are diametrically opposed.

Some of the main reasoning behind their responses follows;

Most are not taught how to set up, run or promote their business for success

Whilst it is true current Health Training Packages provide some business training through their core element modules, many recently graduated students in Natural Health stated they felt these modules failed them in terms of providing practical hands on business skills relative to both setting up their business in the first place and/or marketing and promoting their Practice once

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they have begun. It is also important to recognize and realize Health Training Packages only apply to a few of the many dozens of modalities that make up the totality of the wider umbrella term of Natural Health or Complimentary Medicine.

In my research to date, I am yet to find any of these 'other' modalities who have any formalized business skills training components within their overall training programs or mandatory requirements for gaining such knowledge within their requirements for ongoing professional development.

This same issue is equally applicable to the wider small business community. There are a lot of small businesses like retail, personal services, home services and a wide variety of hobbies that have been turned into businesses which have no prerequisites for owners to take training about business set up or ongoing business promotion nor do they have any requirements for their owners to hold 'qualifications' as is the case with trades like electricians, plumbers or mechanics. To my mind, this is a huge issue. The combined lack of required qualifications and/or requirement for training in business skills so essential to future success, are key impediments to small business owners fulfilling their expectations of making a living from their business.

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Many hold very strong beliefs about how much they can charge for their services and suffer financially as a result

This belief appears to stem from a commonly held precept that we have to follow industry norms and/or have to charge lower than true worth to keep customers.

In my experience (both directly and from others) I have found charging low prices are more of a hindrance to creating a successful business than a benefit. This is because people do not buy primarily on price – they make their purchases based on perceived value.

If the price is too low, there is often a corresponding belief that the value on offer (be that the quality of a product or service) must also be low and many potential purchasers make a value based decision to NOT go there.

I remember one of my workshop students relating a story about planning a weekend away to a Spa facility. She made enquiries of several and one in particular was cheap in comparison to the others. When she questioned the owner about this, she was told

..people do not buy primarily on price – they make their purchases based on perceived value..

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he kept it cheap so more people could afford it (a seemingly plausible explanation) but when she questioned him further about his facilities, it became apparent they were both sparse and of a low quality. She realised that he was unintentionally asking her to feed the low value of his own self by being 'cheap'. This created conflict within the student because her intention was to 'pamper herself' and thereby INCREASE her own self value rather than 'go cheap' and accept something that kept her value down. Needless to say, she chose another option. This concept of price/value is explored more deeply in my next book *'Tell the World... marketing on a budget'*.

Many people feel that business practices and ethical or spiritual living are diametrically opposed

A significantly large number of individuals, in fact over 80% of Practitioners and business owners I have spoken to in small business particularly in the Natural Health environment, express that they see spirituality and/or heart based ethics as being diametrically opposed to business.

Examples of unethical businesses and individual business owners operating outside of fundamental beliefs, ethics and integrity as splashed across the media were often cited as justifications for this widely held premise. It is no wonder then that a significantly

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large number of these individuals hold a distrust of business and/or 'business people' and that a correspondingly large number of these of small business owners feel distrusted by clients.

If we look at this issue dispassionately 'Business' is like a gun in that it is simply a tool that can be used either ethically or unethically depending upon the intent of the user. In other words, the fact someone may use a gun (or business) in an unethical manner does not make the gun (or tool of business) the issue or problem and therefore provides no valid reason to throw the tool away as with the baby and the bathwater.

If we can both acknowledge and accept the truth of this last statement, then the creation and operation of businesses based on proven effective business tools that are used in a totally ethical way can be seen a lot easier.

If any of us take the best business tools and use them with heart, integrity and in alignment with our values, we too will find it is both possible and likely that we will successfully create an appropriately heart based business.

"Make a strong and permanent commitment to invest your talents only in pursuits that deserve your best efforts."

Nido Qubein

Chapter 13

Getting Support.

'Man's brain may be compared to an electric battery - a group of electric batteries will provide more energy than a single battery'

Napoleon Hill

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One of the largest errors in judgement I have ever made is the one of believing I have to do everything myself.

In the past, both in life and business, I was the one (the only one) out there plodding along with what I had, finding clients for my business, creating workshops or new offerings, marketing my products and services, doing all the physical work like producing artwork or sending out accounts and chasing money at times. I was also the one getting more and more jaded and often feeling like the proverbial 'blowfly in a bottle' - flying around in circles banging my head on the glass cage surrounding me.

I remember being asked once why I wasn't using the services of others. My answer was – I can't afford to at the moment. The very quick and loud response I got from the friend/mentor asking that question was WRONG ANSWER.

The particular friend I was speaking to went on to say – *you know, a lot of the things you are doing cost very little to buy when you compare them to the money you lose when you are not getting paid to see clients.*

Let's look at the practical example of bookkeeping. If you charge \$80 an hour (or whatever) for your services and it costs you \$30

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an hour to hire a bookkeeper then the reality is that you are throwing at least \$50 away for every hour you do that task.

Not only that, it probably takes you 2-3 times longer to complete the task than it does a professional – so your loss is actually doubled or tripled. So, let's say you spend 4 hours a month doing your accounts – the money you would earn is \$320. A bookkeeper doing the same work, will probably take 2 hours and cost \$60 (and even if they took the same 4 hours and cost you \$120) you are between \$200 and \$260 better off by using them than you are when doing it yourself.' So, if finances are tight, can you afford to throw away \$200 or more every month doing your accounts?

As I grasped the enormity of what was being revealed, I realized the double edged lesson to learn from this discussion and from his words of wisdom. Part one was that by doing it all myself, I was keeping myself small (and stressed) and that by incorporating the use of services provided by others for tasks that cost significantly less than what I can earn, I am creating more time in which to generate the cash to pay for these

..If the person you approach for advice is successful at what they are doing, that's great, if not stay away..

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externally sourced services. Secondly, in the process of using external services, I am creating a larger business PLUS helping with the creation of abundance for others - the energy of which naturally flows back to me.

The next question was – who do I get to help me?

The response from my friend was equally revealing – *Assuming equal availability, who would be best to ask to teach you to play golf - Greg Norman or your accountant?*

My answer was obviously Greg Norman. After all, if expert advice from one of the world's greatest golfers was available, why wouldn't I use it?

The same is true for your business. It is unlikely you will make an appointment with your accountant to ask about the latest trends in the trade or modality you have studied – it is more likely to talk with him about how best to arrange your finances or the details of what's required to prepare your tax return.

Whilst I am extremely aware this example seems overly simplistic and sounds blatantly obvious –the truth is the majority of small/micro business owners I have met, ask everyone BUT the people who, because of their expertise, know best how to advise them about their business when it comes to business and

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marketing skills,. Too frequently, friends, neighbours, family members and other practitioners in their business area (usually ones who are also struggling like you) are the first ports of call when seeking advice about how best to improve current life or business circumstances.

The sad thing about this is they are usually the least likely person you should ask. After all if they had the answers - then why are they still stuck with facing the same problem as you?

The key thing to remember when seeking advice is to make sure the person you approach is successful at what they are doing and that they know what they are talking about relative to your specific life or business concern. For example, a highly successful corporate business person may lack a real understanding of many issues faced by small businesses like the significantly lower levels of people and monetary resources available to fix issues or a wealthy person may not comprehend the difficulties of living on the breadline.

So who do we go to for advice and/or to do the work we either are unable or unwilling to do in our business?

A list of suggestions follows;

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Accounts - use bookkeepers for basic entry of accounts data and the preparation of financial reports and BAS statements and use your accountant for tax issues or detailed financial advice

On many occasions, I have seen people hire accountants to provide basic financial services like bookkeeping. This can be a very expensive way of getting basic bookkeeping work done because of the higher professional fees (often between \$90-150 per hour) Accountants rightly charge for their expertise.

We therefore recommend using a bookkeeping service (this may be a service provided by your Accountant's office where fees are charged at the standard rates for bookkeeping rather than at the professional Accountants rate) for any accounts preparation and basic financial reporting and to then use your Accountant for more intricate work requiring their higher levels of expertise.

Administration – there are now a number of 'Administration bureaux' that have the ability to take calls, schedule appointments and provide basic secretarial services for small businesses. Fees vary depending on the amount of work done and the amount of service options provided.

Business Advice – we suggest that you engage the services of a business mentor or business coach to assist with both

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developing your business and to help with keeping you focused on your journey. Often, these people have strong business backgrounds and have both faced and successfully overcome many of the issues you will face. Their experience/expertise can save you a lot of otherwise wasted time, energy and money. Fees usually range between \$75 and \$200 an hour but have been known to go a lot higher depending on the quality and reputation of the Coach or Mentor.

We strongly suggest that when considering hiring a coach or mentor, you make sure of two things. The first is to get to know them and their style to be sure you feel comfortable working with them. The second is to make sure they understand and have experience in your industry area. Too often we have seen business owners hire business coaches who have sound BIG business acumen and expertise but have no real understanding of how small business works, particularly in terms of how 'hands on it is' and also sometimes with no feeling for the ethics or integrity nuances unique to specific industry segments.

Marketing – there are thousands of marketing consultants, public relations firms and advertising agencies of all different sizes who offer marketing advice and marketing services. As with business advice above, we believe it is essential to select

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consultants and advisors based on both their ability and successful experience within your business/industry area.

Marketing frequently shows itself to be the main area of concern to most small business owners. They have too often seen clients, family and friends 'conned' into buying products or services they don't need and have no desire to create the impression of doing the same. In fact, I remember one Natural Health executive telling me members of the group she belonged to see marketing as the work of the devil and marketers as the devil re-incarnated.

We strongly believe and always advise that marketing ethics and congruity of integrity when marketing are absolutely essential to the creation of trust and long lasting professional relationships between businesses and clients. We also believe that it is imperative you make sure that any consultant you hire holds values and beliefs similar to yours.

Websites – in today's market place, potential clients spend a lot of time researching everything and anything they intend to purchase on the internet. As a result it is becoming crucial for all small businesses to have a web-site in order to be seen and to provide pertinent information to help potential clients select you from all the other options that are available to choose from.

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If you have explored web-site creation, you are likely to have found there are so many options and so many opinions that it can be quite difficult (especially for novices like me) to determine how to get the best result for your business in an affordable way.

Our experience suggests an initial (and we stress the word initial) presence through one of the many on-line directories is a good way to get started. These sites generate far more traffic than you are likely to do as an individual (particularly in the early days of going on-line) plus they have inbuilt filtering processes that enable clients to select businesses from within their local area to assist them.

The main disadvantage we see with these types of directories is that they rely on clients knowing what they are looking for.

We believe having your own web-site is by far the best way.

The main things we believe you should be aware of when seeking assistance in this web-site creation are;

- be sure the person who creates your site has a proper feel for what you do
- make sure you have control over the content of your site in terms of being able to update information or add and

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delete pages without having to go back to the site creator

- keep your site simple – many web-site creators use ‘flash’ and other fancy tools like music, video and other creative options which may win them awards for design and creativity but do nothing for your clients. In fact, many of your site visitors get fed up with music they can’t turn off, videos that take a long time to load and other fancy options that slows down their ability to get the information they seek
- make your choice of a web designer on what you require your site to do not on the price you pay

As stated several times earlier in this chapter, the main thing to remember when seeking external services is to satisfy yourself that the people you hire have relevant expertise combined with an understanding of your industry and similar ethical values upon which they work. That way, you will find someone who can truly assist and support you in growing your business.

For more ideas about getting support, visit the various State and Federal government web-sites dedicated to small business development

Chapter 14

Staying on Track.

"Some men have thousands of reasons why they cannot do what they want to, when all they need is one reason why they can."

Mary Frances Berry

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We discussed in the previous chapter, ways in which to get support along the journey of creating your business. Whilst we fully believe support is an essential ingredient for success, there are two other ingredients that in our/my opinion, are equally if not far more important– belief and determination.

The famous racing car driver, Mario Andretti summed this up well when he said;

‘Desire is the key to motivation, but it’s the determination and commitment to an unrelenting pursuit of your goal – a commitment to excellence, that will enable you to attain the success you seek.’

In my own experience I have found that whilst Motivation ignites the flame of change within us, it is only inspiration which comes from totally believing in what we are doing and putting our full dedication and commitment to excellence in whatever we do, that enables us to reap the rewards of success our hearts desire.

As said in an earlier chapter, there are many other people in the business world who share dreams similar to yours – but stop for a moment to consider the ones whom you admire most and who demonstrate success in the way you believe it to be.

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What special qualities do they have that separate them from the 'rest'?

Was it just 'luck' that got them to the success position you now see OR was it a combination of many little successes they experienced along the way – the results of their determination to find a way through the many obstacles they probably faced combined with their continual focus (commitment) and belief (dedication) in the attainability of their goal that laid the solid foundations for the success they now enjoy?

Sure, we can all point to a few individuals who got their 'success' (or should we say financial luck) through an inheritance, winning lotto or in some other equally fortuitous way. But if you wait a while and then look back at the people who gain sudden wealth, you will often see the majority lose that wealth within a very short time frame, simply because their heart/minds are stuck in the habits of poverty (spend first & save last, believing there is not enough, spending to impress others) rather than the habits of abundance and as such hold no understanding of how to manage a new found wealth.

The key to staying on track therefore is to learn from the successful.

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My response to hearing that statement for the first time was - why would they talk to me? I found my answer when studying in a Development Program for Managers at the Australian Graduate School of Management in October 1989.

The larger course group I was in was often divided up into small plenary groups for assignment and study purposes. On one occasion, we (the group I was in) were given an assignment at 3.00pm to study and report at 9.00am the following morning on how Fosters internationalised their brand.

We started with a meeting to decide how best to get the required information. My fellow group members were talking about the library, internet and a variety of other ways to find out this information when it occurred to me to ring Fosters and ask.

I picked up a phone book, found the number, dialled it and asked the receptionist to put me through to the International Marketing Department. After a couple of moments, my call was answered by a secretary and I explained who I was, what I required and my reason for calling. To my very pleasant surprise, a man came on the phone and introduced himself as the Manger of International Marketing and he kindly spent 20–30 minutes telling me the basics of how and why Fosters went International.

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Thanks to this man and his help, we passed that subject with flying colours, in fact the Lecturer was amazed at the depth of information we had acquired and was even more amazed when he found out how we acquired it.

The lesson my team members and I learnt that day was that successful people are extremely willing to share their knowledge with those who are genuine and those who ask.

So I suggest you make a list of the people around you that you would like to emulate. Call them and ask if they will share their secrets of success or offer to work for them for free so you can find out all you can about how they created and now manage their success. Also, make a point of learning about wealth and how to develop an investing rather than spending mentality. Seek advice from qualified and respected advisors and in particular, find someone who has appropriate experience at being successful and use them as a mentor.

As said earlier, I have found in my own Consulting and Mentoring work, most small business owners frequently turn to family or friends for advice when facing difficult times or situations rather than those who know what to do.

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I have also come to both see and recognize that despite the love and well-meaning of family, it is usually far, far better to go outside of the family circle for Mentoring help and/or advice. Whilst I know my family would like to help, (and I'm sure yours would for you) I also know we often create frustration for both them and ourselves because they either don't know how or don't have the knowledge or expertise to provide the answers or help we require.

If you look behind every successful person, whether in sport, business or any other field of endeavour, you will virtually always find they either have or have had some very powerful Mentors and coaches to help them along the way. It is for this primary reason we both use and highly recommend that you too find an appropriately honest and successful Mentor to help you on your journey. It has been an incredible blessing along the way for me, both in helping me stay focused on what really matters in creating my own small business and as a resource for discussing many ideas and concepts. The money and time I invest in this type of support is truly nothing compared to the value I receive.

So what should you look for in a mentor or coach?

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Firstly, make sure that the person you choose is successful in what they do and have a sound understanding of the industry you work in and/or the business type you intend to create.

Secondly, make an agreement with them that only total honesty in their appraisals of and advice about what they see going on is allowed. In making this agreement, it is equally important you are prepared to listen to what they tell you – especially when you don't like hearing what they have to say. After all, you will never get good support or advice about how to improve if you're only willing to hear what you would like to hear rather than what you have to hear in order to help you grow.

Thirdly, make sure you have a deep level of trust and respect in the Mentor you choose and feel comfortable with their style. Working with a Mentor or Coach works at its best when there is total ease in your communications and you both have a mutual commitment to your growth.

The next point to consider in the ongoing development of your life/business is the vitally important point of balance.

As discussed in the earlier chapter about the Wheel of Life, an out of balance wheel will not turn let alone run smoothly. It is therefore essential you take responsibility for ensuring that you

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get and keep on getting an appropriate amount of ALL the things (exercise, time out, healthy food, spirituality) required to sustain both yourself and the relationships around you. If you let this area of maintaining balance go – I can assure you from personal experience that your life, the business you are working so hard on, your family and/or your health WILL suffer.

Lastly, make sure you prioritize time for working ON your life or business as well as working IN your life or business. This time should be treated with the same level of commitment and reverence you give to your most important client.

I have found both in my own business and in the businesses of clients that unless regular time is given to working ON the business – planning, reviewing, researching, analysing and adapting to changing circumstances, we get bogged down in the work and are left wondering why our businesses are failing.

In short, we believe you owe it to yourself, those that support and love you, those that may come to rely on you for their livelihoods and the many clients you will come to serve to ensure that you do everything in your power to be the best you can be.

We have both the confidence and trust that your journey will be a spectacular success – if you allow it to be so.

Epilogue

'When you're green you grow and when you're ripe you rot - I choose to stay green for a long time'.

Anthony M Turner

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As stated earlier in this book, the key reason for writing this book is to bridge the gap (some would say chasm) that currently exists between desiring and having a successful small business.

The content of this particular book represents the first part of the information required for you to create and run the successful small business you desire. The information is however both fundamental and essential for the successful creation of a business (and life) that is built on solid foundations.

We are convinced, both from our own direct experience and that of the many clients and workshop participants we have worked with, taking the time to complete these exercises, creating an extremely clear vision for your future and seeking appropriate support, you and everyone else who follows these principles have a far greater opportunity for achieving the success you desire than others.

Thank you for purchasing and reading this text.

We are sincerely grateful for this opportunity of participating in 'helping you achieve your best'.

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About your Author – Anthony M Turner

Anthony's passion and purpose is '*helping others achieve their best*' both in life and business.

Anthony commenced his business career in the corporate arena where he worked his way through a variety of Sales, Marketing and Management, roles, often with State, National and/or International responsibilities. Since leaving the corporate arena Anthony has consistently worked with helping many small businesses turn struggle and frustration into abundance and joy.



In his personal life, Anthony faced abuse, business breakdown, financial loss and common issues like divorce and depression. Over the years he realized the many similarities between having a successful life and running a successful business. He saw how the effective use of business and management tools combined with life skills he learnt in personal development enabled him to transform his life. As a result, he created his own life skills and business development consultancy in 2003 which specialises in helping individuals and/or businesses achieve their best.

Anthony both uses and teaches many easy to learn, simple to use and cost-effective business/marketing tools drawn from his own 'real life' experience and from the significant training he has received in Personal Development, General Management, Marketing, Strategic Planning and OH&S.