

Change the way you think and grow your business... Creating leverage for yourself.

“Work harder on yourself than you do on your job” J.Rohn

Now this sounds simple, but seems to be incredibly hard for most business owners to grasp.

That is, you need to change your mindset to be continually searching for ways that you can leverage your time, away from working more hours in your business, to where your business functions even better.

Anything or anyone can be utilised to achieve this goal. Change your thinking to one of “how can I do this better, without reliance only on me?”

Read books on various business subjects or listen to audio programs. Attend seminars and workshops.

Do this weekly, monthly, yearly and in any spare time you have.

You will need to continually work on yourself in order for you to change the way you think. Some Business people call this a paradigm shift.

I know as a business person it is difficult to set these times aside but with determination and commitment to improve your knowledge a habit will form. You will achieve a habit of learning.

It is nearly impossible to be learning at your work place, there are just too many interruptions. You need to block time out of your diary, to do some learning activities

Even reading at a local coffee shop for an hour will form a nice habit. Get into the habit of listening to audio tapes and CD's in your car, while commuting and stuck in traffic, or with a walkman radio while walking the dog.

Build up library of books, and tapes or form a group and lend them around between the groups.

Get on the lists of different seminar organization companies that have seminars and workshops you are interested in.

Invest the time and money in yourself and the rewards will be immense.

Don't use excuses that you are too busy, or don't like to read, or don't know what topic or where to find it. If you really want to gain knowledge – the ultimate form of leverage – because it is with you for life, you will find the answers.

Ask yourself better questions,

Find yourself a network of people with skills you look for and leverage off them.

Better still find and pay someone to be a Coach and/or Mentor that will help and push you to be a better person.

The more you grow, so will your business.

Better still, your team will grow with you (assuming you have the right team). Your goal as a leader is to be continually growing and pulling your key team members with you.

There is a natural law that comes into effect here. The law of cause and effect. The more you grow, the more attractive you become to people and resources that seemingly, help out of nowhere to help you get to your next level.

Top motivated people; hang around with top motivated people. People working towards their success attract others like them and together you can achieve far greater level of success than you could ever have achieved by “going it alone.”

Leverage yourself through other people’s knowledge.

Work on increasing your knowledge everyday, work on your mental attitude everyday. Work on changing your business everyday towards your goal of a business that can run without you and eventually it will transform itself into a business that can be run passively.

If you have not read the book “THINK AND GROW RICH, by Napoleon Hill, I strongly recommend that you do. First published in 1937, it is still relevant today.

In the opening chapter, opening paragraph – Napoleon Hill writes.

Truly, “Thoughts are things,” and powerful things at that, when *they* are mixed with definiteness of purpose, persistence, and a BURNING DESIRE for their translation into riches, or other material objects.

What Napoleon Hill goes onto to point out is that ALL ACHIEVEMENT, ALL EARNED RICHES, HAVE THEIR BEGINNING IN AN IDEA!

It’s what YOU THINK that counts. You must have a DESIRE, you must have set up in your mind a DEFINITE MAJOR PURPOSE and you must stand by this purpose until it becomes an all-consuming obsession!

The key is YOU must possess determination to achieve that purpose. You need to literally think your way into achieving your goals.

You cannot achieve the business, life, profits you desire if you think about why it can't happen.

Decide your purpose, and then set yourself on a path to learning how it can be achieved. Have your mind focused on this and look for people (whether through books, tapes, seminars or network) that can give you the knowledge and leverage to get you there.

There is an old saying – “You can't fly like an eagle when you are surrounded by turkeys.” Get around people that can inspire you and help you, not drag you down.

And change your mindset!

Great people have a vision of their lives, of how they would like to be remembered when they are gone from this world. Great people work towards this every day!

Just like a business needs a vision of where it is going – so too for your life. Maybe it is time to start taking your life seriously – and ask questions such as what is really important to you? How would I like my life to be? Now, will your business take you towards this or further away?

And here's a real simple piece of the puzzle, I have found to be imperative to creating the life you desire — and that is **TO HAVE SOME FUN**.

I know it sounds simple, but I meet so many people that seemingly are successful yet they are still miserable, not enjoying life at all.

Make a decision to change your thinking. Challenge some core beliefs that you may be carrying with you that are holding you back.

You owe it to yourself your family and to your business to make your life into the life you wish it to be.

This is easier to do than it sounds – it really is essential if you are to have meaning to your life beyond work.

I often say at my training seminars that “If you are not enjoying your business, if the passion is not there, if it is not congruent with how you desire your life to be – then do everyone a favour and sell it!”

Just like a great business owner who goes to work on building his business systems, great people go to work on building their lives, not just stuck in a rut “IN” their lives!

Are you actively going to work or creating your life towards your visions or are you going to hang around while external forces create it for you. One day these people wake up and go – well how did I get here?”

Basically it is the difference between living actively or passively. Living to a purpose, intentionally or just like a bad business, by accident.

So change today, avoid seeing everything as a problem but see it as a challenge. To not automatically think you know it all, the been there done that, cop out! Ask better questions. Seek better mentor. Work harder on creating yourself and your business will follow and provide that lifestyle you always desired.

Time to re think - to work ON YOUR LIFE. To create crystal clear the image of your true purpose.

This will give you energy, clarity, focus and gives you the plan to get up each day and work towards making it a reality, rather than just getting through the day.

You must know what you want – so you can drive your business forward.

Take time to think about the following questions.

- What are the challenges you currently face in your day to day life?
- What are the challenges you currently face in your business?
- What would you like your life to be like?
- What would you really like your business to be like?
- How would you like people to think about you?
- What do you really want to be doing in 2 years time, in 5 years time, in 10 years time, in 20 years time?
- How do I have to change to achieve this?
- What do I need to learn in the short term and long term?
- How much money will I need to achieve my goals? When do I need it? And how will I get it?
- What will happen if I do nothing but stay the way I am now?

Take time to think about these questions. Just as you need to plan for the success of your business you also need to plan for the success of your life.

Your Business is not meant to be a life sentence; it should be designed to achieve your ultimate life goals. If you don't design it around your purpose you most surely will head into the small business trap, and live an unfulfilled life.

The answers to these questions and the clarification of living your life as you desire – should become the “standards” by which you live and you can measure your life's progress. Just as a financial statement measures the progress of your Business.