

Creating Success

Creating a Professional Practice

Value Assessment

- *“If you don’t live consciously from your values, you will live unconsciously from your fears.”*
 - Cherie Sohnen-Moe
- *“The only true measure of success is the amount of joy that we are feeling.”*
 - Esther & Jerry Hicks

Pattern Recognition

	Associated Word	Primary influence
Work		
Time		
Money		
Business		

- Conscious acting from values enables better decision-making

Considerations: Work

Reasons to work – by Seth Godin

1. For the money
2. To be challenged
3. For the pleasure/calling of doing the work
4. For the impact it makes on the world
5. For the reputation you build in the community
6. To solve interesting problems
7. To be part of a group and to experience the mission
8. To be appreciated

Considerations: Time

1. Direct client contact
2. Business development / marketing
3. General & Administrative / operations
 - Client records, laundry, buying supplies, phone calls, maintaining financial records
4. High-level planning (being CEO)
 - Value alignment, vector correction
 - Problem solving, strategizing, organization, opportunities

Considerations: Time (2)

- Plan time blocks in appointment calendar
 - Address each of 4 major categories above
 - Consider spacing of appointments
 - Balance: use color coding for at-a-glance validation
- Pay yourself first: Personal time
 - Daily, weekly, annually
 - Self care

Considerations: Money

- Pay yourself first
 - Retirement
 - Investment in business(es) for long-term growth, stability
- Educate yourself on financial strategies
- Network and associate with other successful people

Considerations: Business

- “The purpose of business is to make someone’s life better.” - Tim Sales
- Remember your call to serve
- Stay connected to “why”
- Why = 80%, How = 20%

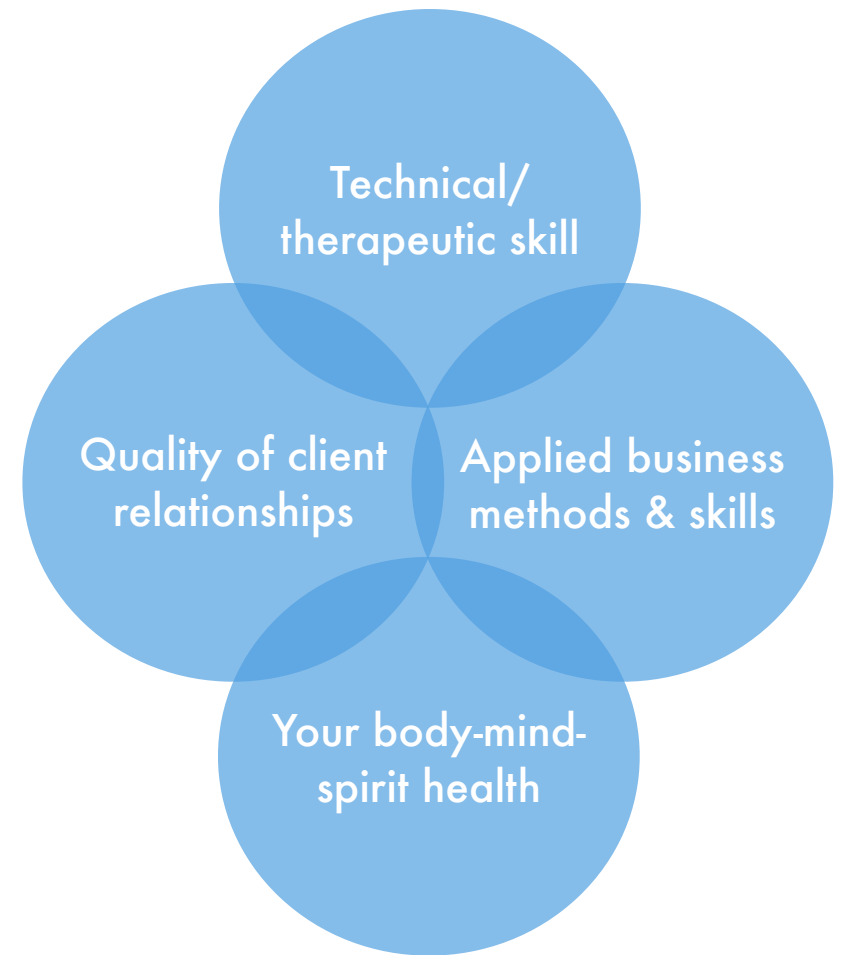
Habits of Mind & Spirit

- *“The intellect [Ego] is a beautiful servant but a terrible master.”* - Ram Dass
- Cultivate means to shift belief systems which are supportive of your goals & intentions
- Problem solving: being open to outcome requires **neutral thoughts** toward multiple solutions
 - 1 = trap
 - 2 = dilemma
 - 3+ = real possibilities
- Feed your mind and spirit as you would feed your body
 - Books, CDs/podcasts, movies, music
 - Work with mentors
 - Modality, industry, business
 - Self-care prioritization
 - Grounding/clearing
 - Meditation
- Delegate & leverage; befriend the 80/20 rule

*The
most expensive
thing you can own is
a closed mind.*

Recipe for Success

- Longevity and personal satisfaction in career require development of many facets
- Personal success inventory: how did you rate?
- Cultivate mind-body-spirit growth & renewal
- Your **business** will only **grow** as fast (or as much) as **you** do



Avoiding Burnout

- Classic signs

- Apathy, frustration
- Avoidance / distraction
- Lack of meaning / challenge / interest in work
- Self-medication / over-indulgence / escape
- Manifesting illness, fatigue, or exhaustion
- Resentment / projection

- Prevention tactics

- Moderation in schedule; keep eye on big picture
- Prioritize self-care (vacation / regular time-off, hobbies, family time, exercise, nutrition, sleep, *receive* bodywork)
- Cultivate a habit of perpetual learning and self-growth
- Meditation / prayer / journaling

Blessings



Go forth, network, serve, and prosper!