



“When we act mindfully, we build thriving communities and live healthier lives.”

Laura Hansen Community
GoldVision, LLC

1. Focus on what makes your business happy

Your work in the world takes on a life of its own the moment you set an intention for what you wish to do. At that point, you are in a relationship with your business. You are NOT your business. You are its steward... its advocate... its champion. Acknowledging that relationship frees you to make decisions based upon the best interests of your business.

Making decisions based on what is best for the business rather than from your own personal decision-making process is a key challenge of running a business of any kind.

This approach keeps your focus on what makes your business grow.

2. Step out of your comfort zone and into your business' key areas of opportunity

Define the difference between your personal life goals and the goals of your business.

For example: I love to help people get what they need. I have on many occasions decided to help someone knowing I was doing so to the detriment to my business and myself personally. Specifically: Taking on clients I know aren't a good match just because they were so desperate; or saying yes to products or services out of a desire to acknowledge the value of someone else's business, even though I couldn't really afford them or take advantage because the timing was wrong, etc.

Focusing on your business' key areas of opportunity will put you in a position to ask the question: What does my business need to express itself clearly and profitably in the world? Then, be resolved to make decisions for the sake of your business. Owning a business will challenge you to step out of your comfort zone, habits and fears. Right?!

Differentiating your personal goals from the goals of your business is a simple daily practice for stepping out of your comfort zone and into your business' key areas of opportunity.

3. Stay tapped into the heart and soul of your business

Every day, write or state out loud why your business exists and what that's important to you and others.

You may wish to expand that practice by writing one or two journal pages about what's important to you, or read or recite the vision and mission statements for their personal lives or for business.

What would you like your business appreciation ritual to be?