



# PROSPER

PROFESSIONAL COACHING

maximise your business : achieve your prosperity

## Monthly Maximise

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Welcome to Monthly Maximise. This edition is focussed on you, and your role within the business. Regardless of the Economic cycle the success of any business will be a reflection of those in it. Here's a couple of articles that hit the mark.

### Your business will only ever grow to the extent that YOU grow

#### The Great Challenge of Life by Jim Rohn

Here's the great challenge of life - You can have more than you've got because you can become more than you are.

I have found that income seldom will exceed your own personal development. Once in a while income takes a lucky jump, but unless you grow out to where it is, it will go back to where you are. Somebody once said if you took all the money in the world and divided it among everyone equally; it would soon be back in the same pockets. However, you can have more because you can become more. You see, here is how the other side of the coin reads - unless you change how you are, you will always have what you've got. The marketing plan won't do it. It's a good plan but it won't work without you. You've got to work it. It is the human effort that counts. If you could send a sales manual out to recruit - wouldn't that be lovely? The major thing that makes the difference is what YOU do.

In order to have more, you need to become more. The guy says "If I had a good job I would really pour it on, but I have this lousy job so I just goof off." If that is your philosophy, you are destined to stay there. Some people say if I had a lot of money I would be really generous, but I don't have much so I'm not generous. See, you've got to change that philosophy or you will never have "the lots of money." Unless YOU change, IT won't change. Amazingly, however, when we throw out our blame list and start becoming more ourselves - the difference is everything else will begin to change around us.



***Before things around me change .....First I MUST CHANGE***

## You have to work harder on YOURSELF than you do on your business



### Take Yourself to the Top! by Chris Widener

Everybody wants to get to the top, whether it is the top of a career, a company, the earnings scale, or the many other ways that we as individuals can define the "top" in our own lives! But with so many people trying to get to the top, how come so many people aren't moving up? I think there are some fundamental reasons why. Reasons that can be addressed and changed!

What are some things you can do to get to the top? Here are some thoughts for you this month!

First of all, define what the "top" means for you. This is extremely important because if you don't know where you are going, you will never get there! Some people don't want to be the CEO of the company. In fact, many think they are better off than the CEO even though they don't make as much money. Instead, they think they are at the top because of less stress, weekends with their families, etc., and I see their point. It doesn't matter what others think is the top, only what you do, since you are only gauging whether or not YOU get there! So where is it for you? That is the first question for you to answer.

Be passionate about your goal. Passion is the energy that drives us, or, as Alexander Pope said, passions are the "gales of life." Passion is the wind in the sails of work. Find something you love and you will find something you can get to the top of. If you don't love it, you may still make it to the top, though highly unlikely. And even if you do, there will be no joy. Let your passion carry you, because it will carry you far! Thomas Fuller put it this way: A man with passion rides a horse that runs away with him.

The will to continue in the face of hardship. Another reason most will not get to the top is because they simply refuse to scale the mountains of hardship that separate them from the top. If you want to get to the beautiful view from the top, you will have to climb over any obstacles. Instead, many choose to stay at base camp! One would think that Bjorn Borg, one of the greatest tennis players to ever live, would consider his skill his greatest asset. Instead, this is what he says, "My greatest point is my persistence. I never give up in a match. However down I am, I fight until the last ball. My list of matches shows that I have turned a great many so-called irretrievable defeats into victories." Continue until you get to the top!

Love people and treat them right. What? Love people? That's right! Why? Because if you are going to get to the top you are going to need other people. Be a jerk and you will find people dragging their feet on you. Treat them right and you will find them helping you and even cheering you on!

Master the appropriate skills. Average skills will get you to the middle. Top skills will get you to the TOP! This is most assuredly true when combined with the points above. Are you achieving excellence in the skills you need? Are you growing day by day, month by month, year by year? You can always get better and getting better will take you closer to the top! Even if you only improve a little, you can keep improving that small amount and it will eventually become a big amount! Demand the best from yourself and you will get to the top. Remember the words of Jose Ortega y Gasset: "We distinguish the excellent man from the common man by saying that the former is the one who makes great demands on himself, and the latter who makes no demands on himself."

Define the Top.....Be Passionate.....Persevere.....Love others.....Skill Mastery!

## How to Never work again !

One of the hardest disciplines of a business owner is not deciding what to do, but actually choosing what NOT to do. Rather than spending time adding to your To Do List, which usually just causes more stress and anxiety I challenge you to create a **STOP DOING LIST**. Take out a piece of paper or open a Word document and each day make a point to write down all the tasks and activities that de-motivated or de-energised you that day. At the end of each day capture the gems. Do this exercise for a full month. The next step is to identify your Unique Ability. When you are Doing what you Love doing, and you're Doing what you're Best at ....You'll never work again.

**Step 1.** Complete the [Unique Ability Filter](#)

**Step 2.** Take an A4 piece of paper and turn it to landscape. Now put a small box in the right hand corner like where a stamp would go on an envelope. In the Small Box write down the Things you Love Doing, and the Things you are Best at. Put all the other activities and tasks that you involve yourself in around the rest of the paper.

**Step 3.** Use the Unique Ability Checklist below to see if what you have in the small box qualifies.

### The Unique Ability Checklist

It's something that Inspires you and those around you

It's something you never get bored doing

You get better at it every-time you do it

It's something you Excel at

It Pay's you handsomely

If you're spending most of your time doing all the things outside of the stamp box, then you're depriving yourself and others of playing to your and their Unique Ability. Believe it or not people actually love doing what you don't and are usually better at it as well. Do everyone including yourself a favour and play to your Unique Ability, and you'll never look back, and just Imagine what your business will be like with everyone playing to their Unique Ability.

So what is your Unique Ability?

What are you going to do to start playing in it more?

Kick start the month off as you'd like to finish it.....

All the Best

Karl