



## Coaching Tip: Setting Your Intentions.

As we all know from years of experience with failed New Year's resolutions, its one thing to set an intention, it's another to execute it and see the intention become reality. Here are suggestions that have been successful for my clients, small and new business owners, to make those promises easier to keep:

- 1) As businesspeople, we often have our vision, our mission, in a narrow focus, 'keeping the course' so to speak. However, this can result in missing many low- and no-cost opportunities to enhance one's business effectiveness. Every business is filled with a treasure chest of underused internal assets, skills, resources and talents. We call this 'missing the forest for the trees'. Consider looking at your business or department with an objective view - don't see what's supposed to be happening; just see what's there, the raw elements. It's entirely possible that with some creative shuffling and a fresh perspective, your business can be mined for increased contribution to the bottom line. Knowing this treasure is there, and available to you at no charge, will make it easier to make productive changes.
- 2) As business owners, we may think 'no one can do this as well as I', thereby filling our time with working in the business instead of on the business. By failing to delegate these necessary tasks we miss opportunities to focus on the big picture, guiding our enterprise for the long term. Also, we fail to bring employees into the picture, which would give them the opportunity to grow into a larger, more contributory role.

Give yourself permission to acknowledge that creating vision, planning and strategizing are critical components of your business health and can best be done by you, as the owner or team leader.

- 3) Form your own Success Team or Board of Advisors. This helps give you a broad perspective from experienced people (family, colleagues, mentors, and friends). Their awareness that you take their advice seriously will give them a sense of having a stake in your success and they'll contribute more willingly. Plus – having them on your 'team' will reinforce your commitment to follow through as you're now accountable to others, not just yourself.
- 4) 9. Before you make another promise, spend sometime considering the true value of that promise. Is it made to yourself or in response to the expectations others have for you? Until you know what success means to you, you will miss out on the sense of drive and passion that will naturally help you achieve it.

Success in any endeavor is a highly personal state of being and only you can determine when you've reached it. So, try this exercise. (It may be harder than you think.)

Complete these statements, using your own priorities, not those of your parents, significant other, TV advertising, etc.

I'll know I'm successful by the way I \_\_\_\_\_

I'll know I'm successful when I \_\_\_\_\_

Have a Happy New Year – filled with the realities of last year's promises fulfilled!

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