

Ten strategies to reduce the emotional cost
of doing business and enjoy your work

*When the
Business
You Run
Begins to
Run You*

 RACHELLE TAYLOR
The Professional's Coach

**When The Business
You Run Begins To
Run You**

When The Business You Run Begins To Run You

Ten strategies to reduce the
emotional cost of doing business and
increase your professional
satisfaction

Rachelle Taylor

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Introduction

You are running a business in which *you can make things happen*, yet almost daily it feels like *things are happening to you* instead. Rather than experiencing satisfaction and a sense of accomplishment, you frequently find yourself overwhelmed and incomplete.

It's time to reduce the emotional cost of doing business.

The hidden emotional cost of doing business begins to take a toll when life is out of balance; you are no longer honoring your values, and personal boundaries are eroding.

Take a simple quiz on the following page to help determine if you are running your business, or if it has begun to run you.

* Note that this quiz is not a scientific assessment, but a non-scientific, recreational tool to help you become aware of ways to increase your professional satisfaction and reduce unwanted frustrations in your business.

Take the Quiz

Directions: Rate yourself on each question. Circle the one number that best represents your response to each statement on a scale of 1 to 5.

- 1- Completely dissatisfied
- 2- Slightly dissatisfied
- 3- Feel neutral, but know it could be better
- 4- A reasonable level of satisfaction
- 5- Completely satisfied and wouldn't change a thing

The Emotional Cost of Running My Business*

1. I have a plan for my business, and it's working. 1 2 3 4 5
2. I have time, energy and a meaningful life away from my business. 1 2 3 4 5
3. I have minimized the things that drain my energy. 1 2 3 4 5

4. I set excellent limits for myself. 1 2 3 4 5
5. I ask for the help I need regularly, and I get it. 1 2 3 4 5
6. I run my business in a way that honors the people and principles I hold dear. 1 2 3 4 5
7. I delegate a great deal. 1 2 3 4 5
8. I pay attention to my inner wisdom, and act accordingly. 1 2 3 4 5
9. I do work I enjoy, with people I enjoy. 1 2 3 4 5
10. I do not spend my time reacting to crises each day. 1 2 3 4 5

Add the numbers you circled to total your score.

TOTAL SCORE:

Remember your total score number and read on to discover what your score indicates.

What your score indicates:

40–50 **Go!** Congratulations, you are running your business. It's not running you. Keep up the great work!

30–39 **Yield!** Make a few necessary changes now and you will be running your business again soon.

20–29 **Warning!** Burnout will begin to take its toll. Seek support.

10–19 **Danger!** The emotional cost is depleting you. Turn it around now.

If you scored 39 or less, put these tips to work in your life for the next 30 days, and take the quiz again. A second copy is provided for you in the appendix.

Over the next few pages I invite you to explore insights and ideas provided to reduce the hidden emotional cost of doing business. As you finish each section, complete the questions provided and integrate the answers into your business practices. You are on your way to experiencing the satisfaction of running your business again.

1 Set excellent limits for your Self

At the very core of your business, and all of your business practices, is *you*. Knowing yourself and being *clear* on what is reasonable for you is essential to reducing high, hidden emotional costs. Once you know what is most important to you, set limits that honor what you value most. Setting excellent limits is a skill that reflects a personal sense of worth, and enables you to reduce chaos and create calm in your professional life.

1. Decline invitations unless they align with what is important to you.
2. Resist the urge to overextend in order to accommodate others.
3. Schedule an appointment with yourself at the end of each day (and keep it,) so you leave the office on time.
4. Protect your time by saying “no” frequently.
5. Become your own best friend.

Set limits that will put you back into the driver's seat of your life and your business!

The invitation: Set a limit that will put you firmly into the driver's seat of your career or business:

It is essential that you honor yourself in your business. As you honor yourself you attract others who do the same, and those who do not become obvious.

2 Listen to your Self

Become aware of your own wisdom - *the part of you that knows*. You may sense it in your gut, feel it in your heart, or hear it in your head. When you take the time to listen, your inner wisdom tells you what you need to know, and it supports you in making decisions for your life and your business in a way that aligns with what is right for you.

Take a moment to reflect. Is there something going on with your business that your inner wisdom is telling you?

*Pay attention to your inner wisdom.
Listen to your Self daily.*

3

Stand for your truth

Can you verbalize what is most important to you in your life? Standing for your truth means honoring what you value most in your business practices. If you value family, manage your business in such a way that you reserve the time and energy needed to express that value each day. If you value honesty, be honest in your business practices.

Living according to your values is like using a compass to stay on course. When you use your values to guide your decisions you are energized, knowing that your life is moving on course with your truth.

Jot down 3 things you value. These are the things that are most important to you in order to live your best life.

- 1.
- 2.
- 3.

How will you honor each one of them daily in your business?

Stand for your truth in business and in life.

4 Let go of the need to do everything yourself

Take a look at your business. What seems to keep you feeling stuck? Is it the billing, the office work, or some other ancillary duty that's holding you back? Make a list of ten things that deplete your energy, and implement a plan to resolve them. Check with others to see how they have managed in that area, and consider delegating to a reliable professional. Free yourself up to do what you do best!

Something you want to let go of now:

A plan to get it taken care of:

Clear your path and give yourself the support needed to enjoy your success.

5 Take time for your Self

You require self-care to keep your mind, spirit and body in excellent working condition. Caring for your Self has a direct impact on the care of your business. You can only give what is in you to give.

Consider the activities that are essential to your well being and make them a part of your daily routine. These activities are above and beyond your basic needs, but necessary for you to be your best. Some examples may include: exercise, time with friends, a hobby, walking, a cup of coffee, or a good book.

Identify 5 ways you support your well being.

- 1.
- 2.
- 3.
- 4.
- 5.

Make a plan to engage in at least one self-care activity each day by scheduling it on your daily planner.

6 Create an excellent support team

Although you may survive on your own, successful professionals tend to thrive when surrounded with exceptional people who challenge and support them. Take some time to identify those incredible people, who with their skill set and energy, assist you in achieving your goals and dreams.

An area of your business where specific support is needed:

Someone you will target to add to your support team:

One team member you will acknowledge for support given:

You are in charge of creating your support team. Hold your standards high and surround yourself with those who stand for your greatness.

7 Release the people and things that drain you

So many times we make a list of more *to do* in order to be successful, but this is a *not to do* list. Take a look at your day. Identify what you are putting up with that drains your time and energy. Then make a plan to eliminate those things. When releasing, you may experience a sense of loss. Yet ultimately you create a space for something better, while creating a reserve of time and energy for you.

List five things that are draining you at work:

- 1.
- 2.
- 3.
- 4.
- 5.

Releasing things that drain you will create a reserve of time and energy.

Create an action plan to eliminate one per week, beginning this week.

Action Plan

Complete By:

- 1.
- 2.
- 3.
- 4.
- 5.

Releasing may also include letting go of anger or resentments.

8 Lighten Up!

It's so easy to take it all too seriously, and to begin feeling robbed of everything that first attracted you to your business. Make it enjoyable again with a healthy dose of *lightening up*. Integrate activities and attitudes into your business that season it with lightness—and *play daily!* It can be as simple as finding humor in a conversation, or deciding to look at a frustrating situation simply as *fertilizer for personal growth*.

Here's a list of ideas to lighten up:

- Share a resource with a business associate
- See your challenging situation as an opportunity to learn
- Make a lunch date and keep it
- Call colleagues to acknowledge their success
- Bring breakfast in for everyone
- Have a monthly drawing for a give-away *just because*
- Don't take any of it personally
- Others? Create your own here:

How will you lighten up this week?

9 Maintain a vision for your business and your life

Maintaining a vision for your business is like seeing an incredible destination on a road map. The vision for your destination is big, a little out of reach, and inspires you to journey towards it.

What is your vision for your business? Does it reflect your values and your purpose in life? Spend some time visualizing what you long to achieve with your business. Write it down and then share your vision with someone who will provide support and accountability on the journey.

Write your vision for your business or career:

Identify someone who will support you in reaching it:

Creating a vision will inspire you to move towards it.

10 Focus on what you want more of

Focusing on the good is like putting *Miracle-Gro* on a plant. It just tends to flourish! Of course, it is essential that you manage the things that aren't going well in order to turn them around, but make a practice of acknowledging the good in your business and see it grow!

Today the good I notice is:

How I will make *focusing on the good* a daily business practice:

Focus on the good in your business each day!

Bonus Tip

Responding or Reacting?

How many times do you find yourself reacting to daily challenges, rather than prioritizing them with a plan of action? Take a look at your daily “fires.” What concerns show up regularly? List them on paper and make a plan to decrease or eliminate them completely. Use your plan to run your business, rather than having it *run you* each day.

What you are *reacting to* regularly:

A plan to eliminate the frequent fires:

Practice responding rather than reacting to get back in the driver’s seat of your business.

* * *

Assessing the emotional cost of your business is an ongoing commitment to excellence. Continue to clear your path and give yourself the support needed for success in business and in life.

If you are ready to run your business again and eliminate the high emotional cost, contact Rachelle for your complimentary consultation today.

Rachelle Taylor is an Executive Life Coach in Phoenix, Arizona. She can be reached at www.rachelletaylor.com.

Appendix

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When The Business You Run Begins To Run You

Your business is an extension of you. It is a reflection of your strengths, your challenges and your beliefs about your success. The hidden emotional cost of doing business depletes energy and resources. The cost becomes steep when life is out of balance— you are no longer honoring your values, and personal boundaries are eroding.

Outlined in these pages are ten strategies designed to reduce the emotional cost of doing business, each with a call to action to minimize chaos, maximize results, create a reserve of time and energy to do the work you enjoy, and live the life you desire.

Inside:
[page ii]

Complete a simple quiz to determine if you are running your business, or if your business is beginning to run you!

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