

## Connectionsb2b

### Think to Succeed

#### Module 1: What is Personal (Business) Development and Why is it so Important?

##### **Module Objectives:**

- Understand what Personal Development is and what it is not
- Identify how it can positively impact both your personal and professional life
- Learn about some of the strategies and technique that can be used to help you identify what you want

##### **Module Synopsis:**

In this module we'll start at the very beginning and look at what we mean by the well-used term, Personal Development and how actually, it does apply to your business and not just your personal life. We'll also identify what it is and what it is not and look at the positive impact it can have on both your personal and professional life.

You'll be challenged to think about some of the important questions you should be asking yourself in order to gain enhanced clarity and greater control over what you want to achieve with both your business and your life.

If you know what you really want out of life and your business, you can begin to identify what you must do to get there. But, it all begins with clarity: knowing exactly who you are, what you want out of life and most importantly how you're going to get there. The best way to do that is to look inwards in order to move forwards!

**Disclaimer:** If the mere mention of Personal Development and self-help sends cold shivers down your spine don't be put off. This is not airy fairy, peace and love drivel. I am a regular guy who loves the same things most 31-year-old men enjoy. I am a lover of sport, music, health, fitness and socialising with my friends. In short, this course is designed to get you thinking at a deeper level and assist you in achieving your ambitions. It is about being effective and efficient with both your time and your energy. It is about being intentional and getting things done and ultimately, living the life and lifestyle you want.

## **Module 1: A Brief Introduction**

### **Personal Development – The Thing That Changed My Life**

In 2013 I was stressed to the max, working 18-hour days, seven days a week and about to crack. I had no direction and zero clarity of what it was I was doing and trying to achieve. Things were so ‘busy’ that I didn’t even have time to assess whether what I was doing was constructive to where I wanted my life to be, if indeed I even knew where that was. In hindsight I think I can safely say I hadn’t even thought about where I wanted to be. I simply fell into my job and thought that if I worked hard enough success would eventually find me. Over time, when the success didn’t come, and the gruelling schedule became too much it led to me feeling disengaged and demotivated. I was making decisions based on short-term firefighting. I had no long-term goal and boy did it show. I was like a dog chasing its tail, working harder and harder and with each passing day burying my head further into the sand. As a result, my personal relationships and finances were in a desperate state as was my sense of clarity. I was burned out.

Fortunately for me a chance meeting with Christian Simpson changed all of this and enlightened me to the importance of mind-set and personal development. For the first time in my life I realised that I was in control and it was me who was in the driver’s seat. It was just a case of me working out which direction I wanted to set off in and how far I wanted to go.

It was during this time that I began to understand the importance of setting long-term goals that resonated with me and what I wanted out of life. Initially I was excited and set my sights on big houses, fancy cars and wealth, which there is nothing wrong with. However, when setting out on my journey of self-development I made the mistake of making this financial gain my main focus. The mistake with this is that when chasing mere financial rewards, you miss out on the satisfaction and more importantly the significance, the identity and the self-worth that only comes when you align your true passions and motivators with your skill set - the aligning of passions with purpose. And of course, that is what we all crave, a sense of meaning, purpose and significance in life. We all want our lives to matter and to mean something, preferably something important and notable. But back in 2013 this was something I still had to learn. Thankfully, however, I did. What I also discovered through ensuring this alignment was in place was that when you discover what your ‘unique skill set’ is/what you’re truly good at and put this to effective work, you begin on a journey that will lead you to the financial rewards you craved in the first place. How? Because you are doing something you are passionate and

driven about with focus, zeal and guile. When it is something you are truly passionate about you become wholly committed and your determination does not wain in difficult times. You've heard the saying, 'where there is a will there is a way'. Well, I like to refer to it as, 'where there is a WHY there is a way.' When you have alignment of your passion, skill set and purpose you find a way and the how to make it happen. It is this passion that garners the creativity that allows you to discover ways of making it work. In essence work isn't a 'job'. It is an extension of you, who you are and what you identify with. As you shall discover if you partake in the Connectionsb2b Sales and Marketing Courses, people really do buy people. If you get this alignment of your passions and purposes (the why) right, it really does show and it becomes infectious. People can't help but want to do business with you. In other words, you put the time and energy into making it work, not for the financial gain (yes, this is a by-product), but because you enjoy it and want it to succeed.

When you find something that you can get yourself 'buzzed' about and it gets you up and motivated in the morning then you are on a path to creating a meaningful existence and it is this that leads to financial rewards over the course of time. Remember, as John Maxwell stated, "it is only work if you'd rather be doing something else" and thankfully for me there isn't anything else I would rather be doing than continually learning about myself, evolving my personal journey through personal development and continuing to create new content that adds value to others. Adding value to others is essential!

Over the course of the last five years I have continued to discover many new strategies, techniques and ways to continue to maintain a feeling of self-control, a mind-set that is empowering and most importantly a mind-set that is focused and gets things done! Productivity and getting results, is ultimately key. As we shall discuss in a later module, you must be a finisher, not just a starter. I make sure each day is fulfilled and each day is intentionally moving me closer to my 'big-picture' thinking, the fulfilment of my potential.

As I look back over the past five years I realise that not only am I far more content, fulfilled and better off than I was in 2013, I realise that I have achieved quite a lot and I put it all down to my state of mind and the positive impact that personal development has had on my life. At age 31, I can call myself a fully qualified teacher with a BA Hons degree, a fully qualified solicitor, a certified JMT coach and now a business owner with Connectionsb2b. Along with this I have also obtained a wealth of experience working with and alongside some of the most thought provoking and engaging minds in business, marketing and sales and mind-set & coaching in many different environments. But the best bit? This is just the beginning. I'm only five years into a life time journey and if the first five years are anything

to go by, then the next twenty and so on are going to be extremely exciting! For some the above achievements may not be of much significance, of no interest and possibly not even registering as achievements at all but for me they are a far cry from what I thought I could have achieved back in 2013. Most importantly for me, I have managed to find that magic peace of mind that allows you to be perfectly content in my own skin whilst fully aware that there is much more out there to learn, explore and discover.

So, would I have changed any of my previous experiences? Not for the world. The difficulties I experienced (and what many people experience on a daily basis) demonstrated to me how I didn't want my life to be and serve as a continuous reminder of why it is so important that I focus on me and my personal development. When people read this, they may think me selfish to focus on me first. However, I would take a very different stance on this point. I would suggest that it is by focusing on me first, my mind-set and routines that I am able to be in the peak state of mind and performance to help and assist others. Much like when on an airplane the flight attendant will point out that in the case of an emergency ensure you place your oxygen mask on first before helping others I would recommend that it is vital that in life we work on ourselves first so that we can help others more effectively and sustainably moving forwards. After all, 'you cannot give what you don't have!' (John C. Maxwell).

In this module I'll be starting at the beginning and sharing with you exactly what personal development is, the important role it plays in achieving our full potential and maximising our experiences, both in business and our personal lives, plus I'll be showing you how to begin to implement it into your daily life.

And if you've never had these thoughts or experienced any difficulties, read on regardless. You may just find some nuggets that will further enhance your performance and productivity ensuring you and your business continue to thrive.

Ashley Burgess-Payne  
Business & Personal Development Coach  
Connections2b

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## Personal Development and Mind-Set

Before we begin this Module officially, I'd like to ask you one question. 'Are you open to new ideas and a different way of thinking?'

Bear this question in mind whilst reading this module.

### **3 Important Quotes to get you thinking:**

*"Life can deteriorate into making a living rather than designing a life".*

- **Jim Rohn**

*"Men are anxious to improve their circumstances but are unwilling to improve themselves; they therefore remain bound."*

- **James Allen.**

*"I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor."*

**Henry David Thoreau.**

## **Module 1: What is Personal Development and Why is it so Important?**

Let's jump straight in at the deep end and start by clearing up any common misconceptions people may have about Personal Development. So, let's start with what it isn't!

### **What Personal Development is NOT**

For many the mere mention of Personal Development can send cold shivers down their spine and conjure up thoughts of over-enthusiastic and over-bearing optimists who hold a very distorted view of the realities of life. However, it is not just this over jovial disposition that frustrates. I think we would all agree that the concept of Personal Development appears to be a positive one, at least in theory. However, there is the apparent disconnect between this 'optimism' and theory of Personal Development, and the everyday practical application towards the busyness of owning or managing a business. Simply put, the two just don't match up and can't coincide with one another (or so it seems). Therefore, there is understandably some skepticism towards the topic of Personal Development amongst the business community. After all, it's called Personal, not Business Development, right? I mean, what has Personal Development got to do with your business? Well, as you shall find out over the duration of this curriculum, quite a lot actually!

But before we find out what it is let's get a couple of the major misconceptions cleared up first.

First and foremost, Personal Development is not merely wishful thinking. Yes, thinking and mind-set play vital roles in fulfilling our potential and achieving success, but positive thinking alone is not enough. It requires careful planning and a great deal of intentional action! As the saying goes, talk is cheap. Are you able and willing to take the necessary actions to bring about the change you seek in both your personal and business life? If you do not take action you are guaranteed to fail. Just as the law of gravity is certain, so is this fact. Life is the result of cause and effect. If you do not put in the work (cause) you will not create the result (effect), therefore you will remain where you are. As James Allen famously stated, "Men are anxious to improve their circumstances but are unwilling to improve themselves; they therefore remain bound."

Secondly, it is not an easy process or a quick fix 'magic pill'. They say there are two guarantees in life, death and taxes. I believe there is a third. The guarantee that your life won't change unless you

change. Jim Rohn famously stated that if we want to see what our future will look like we need only look at our past, for if we keep doing the same things we've always done, we'll surely get the same things we've always got. And it is a point I believe to be true. If we don't develop and change ourselves how can we expect anything within or around us to change? Simple answer, we can't. Logic and reason simply won't allow for it. Thinking is a discipline and much like any other discipline it will require time, effort and consistency. Just as a muscle requires continuous training to develop and grow so does the process of raising one's own awareness and clarity of life. Personal Development will also push you to your limits as it will require you moving outside of your comfort zone to achieve change. But, in this process you will remove all the mistaken self-limiting beliefs we hold as a result of our sub-conscious mind. It is hard work and it will take time, but it is worth the investment!

Third and finally, it is a lifestyle, not a dietary fade so to speak. Following on from the above point this is an ongoing process. There is no end line in sight. Of course, there is an 'end game' however the beauty of Personal Development is that once you immerse yourself in the process you come to realise that what you thought you wanted (often based on what we think is realistically attainable at the time) pales in comparison to what we discover we are actually capable of achieving. Therefore, the question should not be, 'how long it will take', rather it should be a question of, 'how far can I go and how much can be achieved?'. We should learn to value the process, not just the destination. After all, sometimes the real value is in the journey and not necessarily the destination. But more on this later on.

The above are common misconceptions that must be dispelled if you are to implement Personal Development effectively. Remember, how much you get out of life is determined by how much you are willing to put in to it. Cliched? Yes. Worth remembering? Most definitely! Every action has a reaction, are your actions creating the positive changes you seek in your life and business?

### **So, what is it and why it is so important**

*"Search your own heart with all diligence for out of it flows the issues of life."*

- **Unknown.**

### **What would you like to change?**

We all have dreams and ambitions. However, how many people are truly living a life that is working towards fulfilling these dreams and ambitions? Very rarely, if ever, do we take the time to stop, think and take stock. Of course, we think on a regular basis, our mind is in a constant state of action.

However, this doesn't mean we are necessarily thinking about the right things. Unfortunately, we don't necessarily consider where we currently find ourselves or more importantly how we got here (and I don't mean geographically). As George Bernard Shaw stated, "Two percent of people think; three percent of people think they think; and ninety-five percent of people would rather die than think". In almost every other area of life we are thorough in our analysis and evaluation. The purchase of a new mod-con gadget being a prime example. However, when it comes to the most important determining factor in whether we achieve success or not (that is ourselves) it appears that we are poorly lacking in any real substance. As touched on above, thinking into the right areas is a skill and one that requires a great deal of practice and reflection.

This is why Personal Development is vital to growing your business and developing the life you want. It focuses the mind.

You see, life has a habit of passing us by, especially in today's fast paced, everchanging world. If we are not careful we can find ourselves stuck on the 'hamster wheel of busyness', overwhelmed and struggling to keep up. Proactivity is replaced with a state of reactivity and our schedule is dictated to us rather than being carefully organised and structured to attain the most significant returns. We begin to confuse busyness with productivity, focusing on the minor instead of the major things. This results in work developments becoming slow and drawn out and ultimately lead to feelings of frustration and disillusionment at the lack of progress we experience.

Does this sound familiar?

If you feel like this is, it vital that you take the time to stop, assess the situation and look inside to figure out what needs to change to move forwards effectively.

The Small Business Association states that 50% of businesses fail within the first five years with only 25% making it to fifteen. Those odds aren't particularly appealing, are they? And, of these only a small number achieve sustainable and viable business growth, the kind that affords a lifestyle and work balance that results in true entrepreneurial freedom.

### How is your business doing?

When was the last time you stopped, took a time out from the hustle and bustle of everyday life and were alone with your thoughts? Have you ever taken the opportunity to really think into what it is

you want out of life and whether what you are trying to achieve with your business aligns with this vision?

Personal Development is taking ownership and responsibility for designing and creating the life and business you want, and it begins by regaining the control over your life and creating a life lived by your rules, under your terms. In short it is a personal commitment, a promise made to yourself to fulfill your potential and not to quit or settle for a lower standard than you had planned.

*“The process of awakening your sub-conscious mind”*

- **Napoleon Hill.**

Hill defined it as, “awakening your sub-conscious mind”. This awakening is an awareness that you are no longer just a passenger in your life with fate behind the wheel hurtling you from one random event to another with no specific destination in mind. You are in fact in control and it is you who plots the course, both for your personal and business life. It is refocusing your mind and getting organised and being intentional with your thoughts and actions so that you manufacture the environment and create the opportunities conducive for growth. In a sentence it is maximising every opportunity and experience in life to get the most out of it. The process ensures you get the greatest return on your investment of planning, preparation, time, effort and energy and ultimately your commitment to succeed. Personal Development is the implementation of focused thinking and deeper questioning of self, resulting in a raised awareness of what it is we do and why we do it. As Aristotle once said, “knowing yourself is the beginning of all wisdom.”

But how do we achieve this in our businesses?

First, let me ask you a question. How do you view your life and your business?

This is a very important question yet one that is seldom asked. Of course, it can be answered nonchalantly and on a whim without much thought. But this usually results in a rather non-descript answer. Do you really want to settle for non-descript or ‘average’, or do you want something more substantial and of greater meaning? What becomes of your answer if time and considered thought is given to it? Is there a difference between the two answers? More importantly, does your answer and your current reality differ from the vision you hold in your mind for where you want your life and business to be? For many it does.

Unfortunately, when people really think into the above question at a deeper level, they realise they are not fulfilling their potential and their business is in fact running them, not the other way around. Being their own boss has become a nightmare with endless pressures and stresses resulting in many sleepless nights and at times financial worries. It isn't the magic pill they were hoping for. They have simply swapped one form of employment (working for an employer) for another (working for their business) only there seems to be more work involved now than there was before. Surely, this isn't how it is supposed to be?

Therefore, the question is an important and step 1 of the process; identifying and understanding where you currently are so that you can analyse whether it is where you want to be. Once you have done this you can begin to focus on figuring out a way of moving your life towards where you want it to go.

For many business owners the plans and goals that were once harbored are now distant memories replaced by a life of 'living by 'default' rather than 'by design'.

If asked which one of the two words describes your personal and professional life best at this moment, which would you choose?

Are you living a life that you have carefully planned and designed according to your own values, standards and visions for how you believe your life and business should be? Or, are you living by default, scratching and clawing away in a daily grind of trying to get things done, racing against the clock and living in a constant state of struggle and survival, or as I prefer to term it, reactivity instead of proactivity?

Unfortunately, the latter is the state that most business owners find themselves in at one time or another and sadly only a handful ever truly manage to pull themselves through to the other side, breaking free of this 'survival mode'. For most the 'daily grind' becomes a battle that is too much, and it eventually wears them down until they either discard their business as a failure or simply fall out of love with it and endure its existence as a shell of what they hoped it would be.

Obviously, the above description is the worst-case scenario for a business owner. Generally, there are good days and bad days and overall you wouldn't change it for any other role, particularly a role of

employment. But, if most business owners are honest with themselves their business probably isn't yet where they want it to be. Yet this journey is part of the fun, right? However, what isn't part of the fun is the trap we find ourselves caught in. The 'no-man's land' between thought and action. Streams of thoughts and ideas flood our minds, but the actual implementation proves a strenuous task. Then there is the small matter of our arch nemesis, Time, lurking in the background, constantly out to thwart us! We are caught in a trap between wanting more but not knowing how to achieve it. We lack clarity and definiteness of direction.

However, it is possible to break through to the other side and achieve a business that is both growing financially whilst also providing you with the fulfilment and contentment you crave. This is where Personal Development plays a vital role and it begins with understanding several key points:

- Knowing how you want your life to look in the future (personally & professionally)
- Identifying where you currently are in life and how you got there
- Understanding the real reason why you got into your business
- Figuring out what you wanted to achieve by starting your own business (and I don't just mean financial gain)
- Gaining clarity on where you want to take your business in the future and how you are going to do it
- Identifying current 'headaches' you need to deal with and remove first to move forwards effectively
- Implementation - Taking the first steps

### Obtaining Clarity

Why do you do what you do?

Do you remember what it was that made you want to become your own boss in the first place and what it was that made you set up your own business? Perhaps, like many entrepreneurs you were struck by the urge of creativity and could not be confined by the restrictions of employment or maybe it was an ambition to change the face of your industry for the better. Whatever the reason be sure you know what this is. On this point, it is worth noting that to grow a successful business the motive cannot solely be financial gains. I accept that this may seem an odd thing to say as a business' aim is to grow and increase profits. But chasing money for money's sake will not result in true happiness. Why? There is infinite money in the world and if you chase money you will continually be chasing it. It will be a never-ending journey. If this alone is your reason A.K.A your why, it will not be strong

enough, particularly when times get tough, which they inevitably will. Your driver has to be a deeper seeded purpose. It should be a burning desire that you feel strongly enough about to commit to fully. Just look at the successful business owners and today's celebrity entrepreneurs. Their finances are more than secure (for life) and they definitely don't work because they have to. They work because they want to, they love the process of discovery and are engaged with their work. What they do is an extension of who they are. Simply, their purpose is so strong that they continue regardless of how many zeros they have at the end of their bank statement. This is important to remember as your reason will become your lighthouse, shining brightly in the storm. It will guide you and constantly remind you why it is you are doing what you are doing, particularly when times are hard, and motivation is waning. Remember, consistency compounds over time. Are you committed and willing to sacrifice?

So, think about why you started your business.

This can only be achieved once you have clarified what you want out of life. Knowing what you want is the source from which all else flows. Life is like a puzzle and just like when trying to complete a puzzle you must first have the finished picture to hand. Without it you won't be able to see what goes where and what the next step should be. By discovering your purpose and developing your plan for progression you will create a guide and gauge to work from. This will be what you measure and assess your progress against. Without this guide you will waste time putting the pieces in the wrong place making it extremely difficult to succeed. To help you with this, start by defining what success looks like to you and not what it is defined as by societal standards. Remember it is subjective, chasing someone's version of success instead of your own will never make you happy. You may be climbing the ladder, but are you climbing the right one?

This is the beauty of Personal Development! It assists you in understanding who you are, what you stand for and where you want to go in life. The questions and answers that become the defining cornerstones of our lives. They spark our passions and provide us with our purpose A.K.A the why we do what we do. If we lack in this awareness, then our life has no true meaning. There would be no purpose to our actions and therefore, no significance to our lives. Is this a life you want to live? A life in which it doesn't really matter what you do as you have no clear end game? It's like playing darts without keeping score or football without the goal posts. By taking the time to understand these vital factors we identify our character and with it add meaning and substance to life.

Not only is your reason and why important for your own contentment and fulfilment in life. It is also vitally important for your business. Without your 'why' you won't be able to define your business or make it stand out from the crowd. Nothing beats authenticity and genuineness and it is the same in business. It is not until this the consumer can identify and make the connection with your 'why' that true buy in occurs. Humans are emotional beings and our businesses must connect emotionally if you are to create loyal fans and not just consumers. We buy on emotion and use reason afterwards to justify it. We want to be a part of something, to be a member of a 'tribe', it is human nature. So, what do you and your business stand for? What is your why and how does this relate to your story? How can you use this to connect with your audience? What value is it that you as both a person and therefore a business offer to your customers/clients?

Apple is a prime example of this. The story of Apple and more importantly Steve Jobs' vision (his why) is far more important to the public than the actual technological capabilities of the product. Granted Apple products are very intuitive and of a high standard but there are other products out there that do the same thing and at a cheaper price. But Apple have touched an emotional chord and what they stand for has connected. Apple is now synonymous with creativity and advancement in the latest technology. They are cool, hip and modern and encourage individuality and exploration. It is this that the consumer is concerned with. They are interested in what Apple represents and what it stands for....the why! This is often why you never see the Apple logo on an Apple product covered up. Sub-consciously, people want others to know that they are part of the Apple community. Apple's story of striving for greatness and the personality of Steve Jobs resulted in Apple gaining a monopoly of the technology market, particularly in the States. So, with this in mind, what is your story, your why and the character (morals and values) of you and your business? What are you trying to achieve with your business that maybe others can buy into? When you consider this, you may just discover that you aren't actually in the business you initially thought you were in. By this I mean it may not necessarily be the services/products that are key, rather the how those services/products are delivered.

Another important factor to remember and embrace is that as the owner of your business, you are the business. You may have employees and others who publicly represent your business, but it is you who is the leader and influencer. Your thoughts, beliefs, actions and motives impact the direction your business will take. If you are unclear on what you want out of life you will struggle to get what you want out of your business. Your business is an extension of you, your character and values determine the culture and ethos your business will take on. If you are unclear on this point your business will lack the foundations of a solid identity. Something that is essential for effective growth

to take place. Once you know what your business stands for and what it is you want to achieve you will be able to identify the next steps with greater clarity and ease.

To recap, it is you who is the driver, the generator of ideas and captain of the ship plotting the course of your voyage. If you don't know where you are going as a person you will be like a ship at sea without a captain or crew, exposed and at the mercy of the elements. Without a target you have no direction! Resulting in wasted time, effort and energy.

Don't stunt the growth of your business: **The Law of the Lid.**

As the leader of your business, it will never be able to outgrow you and your current capabilities. This is known as the Law of the Lid, a concept designed by John Maxwell. The Law of the Lid is a self-analysis scoring tool designed to measure your effectiveness as leader and influencer within your business. Measured on a scale of 1 – 10 whatever number you assess yourself as will be the limit to your business' success. For example, if you score yourself as a 6 then your business will sit at a 5. It will never rise above a 6 unless you develop yourself and raise your own level to a 7 or above. This is an activity that is worth investing some time on and identifying the areas in which you can improve as a leader. Maxwell suggests that the only way you are able to grow and improve yourself is if you truly get to know yourself. You must know what the driving motivator behind your decision to start your own business was and be clear on your 'why' e.g. your reason for doing what it is you do? Once this is clear and you can begin to work backwards and identify the appropriate steps to be taken at each stage in order to move your business to where you want it to be.

Unfortunately, this learning and developing of self is not automatic. You must be intentional about it. Don't be mistaken and think that you can ever make real, significant and enduring change without first changing yourself. As John Maxwell has stated, "Age is certain, but improvement is not". You must become intentional and take action!

When was the last time you intentionally learned something new?

This process will also allow you to add value to others, essential in the growth of any business. To do so you must first work on yourself to make yourself of greater value. After all, you cannot give what you do not possess. The exchange of value is the key to success.

Think about all positive experiences you have had and all items or experiences you have parted money with to obtain. They all have one thing in common, the adding of value to your life. Remember, we live in a world of 7 billion plus people and human beings are emotional creatures. Just as the law of gravity is certain and unquestionable, so is human nature, relationships and interactions. You must add value and add more value first in order to receive.

Just as the above process is vital for engaging with your consumers it is also key when you employ staff. If you are not clear on what your business stands for (what you do and why) and don't have a crystal-clear vision for where you are taking it and how, then how can you expect your employees to know. How will they know whether they are meeting the expectations you hold in your mind for them? Perhaps even more importantly, will they want to or even be able to buy-in to your vision? This communication is essential and it can only happen effectively once you know what you want.

Your staff need to understand what the rules of the game are, what standards and expectations they are required to meet and know where the business is going in 5, 10, 25 years. If you haven't thought about this how can you expect anyone who joins you and your business to buy-in either emotionally or financially? If you don't appear to care or haven't given it the time to think ahead why should they? What is there to get them excited and enthused about?

Finally, design equates to control, something we all want more of when it comes to our lives and our businesses. However, you cannot design the life you want unless you actually know what life you want in the first place. I have emphasised this point continuously throughout this module. But, it is vital and it requires deep thought and introspection. This sounds obvious however many are disillusioned with their life and their business not necessarily because it is not successful but because they have missed this vital first step and therefore don't really know where they want to take their business or what they are doing it all for. Life has to have meaning, and purpose.

When you know that every action you take has a significant meaning and purpose and is working towards a bigger 'end game' you feel a sense of satisfaction, significance and self-worth. This is contentment. Your reason must fill you with passion, purpose, drive and fulfilment. Following your dreams and ambitions is how you reach the pinnacle of success – remember the successful entrepreneur doesn't work for the money, they don't need it. They work for the love and passion they have, and it is this factor that created their wealth in the first place!

To recap, Personal Development is about empowerment and taking control of your life and taking it where you want it to go. We ensure we continue to improve and grow day by day and this is why it is so essential. If you are not improving you are not just standing still, you are in fact going backwards! If it was to be described in one word, it would be 'intentional'. Doing what you say you will and succeeding to live by the standards you choose to set for yourself. When you realise what you want, you are able to identify and create the optimum environment for opportunity and achieving success, thus maximising every opportunity and fulfilling your true potential.

It all begins with asking questions such as, what do you want out of life and understanding why?

So, how intentional have you been with your Personal Development up to this point? Think about it this way. If what you have achieved so far has been done without intentional thought or action, with unconscious awareness, what could you achieve if you really focused in on what you wanted? What if you consciously focused on how and where you spend your time, reflected on your experiences (both good and bad), raised your self-awareness so you understood where you and your skills are best utilised to return the most for you time, money and energy? Where might you be?

Hopefully the answer should excite you immensely!

So, are there any areas of your life which you would like to improve?

**REMEMBER:** *"If you don't know what you want you end up with what you get."*

– Chuck Palahnuik.

## Conclusion

Personal Development adds purpose, meaning and substance to your life and emphasises that you are in control and you are responsible for your thoughts and actions. It is you who is the creator and visionary of your future, not chance or fate. You design and build the life that you want, and you don't settle for the one that comes about through default.

As such days are driven with purpose. Excitement replaces the uncertainty that accompanies a lack of direction in life and you find courage, and a calming, reassuring peace of mind. You know your life has purpose and your actions have reason. You have direction. There is a bigger 'end game' at play and each action is just a step along the way, a piece of the puzzle.

No longer do you view life as a series of external events that have the capability to control and manipulate you and knock you off course. You realise that it is you who has the power to determine how you view and interact with the world. You are in control and with each intentional action you take and with each promise you make to yourself fulfilled, your confidence and self-value grows.

But, it all begins with understanding and accepting that your mind is the most powerful tool you will ever own (more on this in the mind-set module). If you learn how to take control of your mind and utilise it effectively you can do, be and create more with it than you ever thought possible. But, this is if and only if you are willing to put in the work. And, it is this work that is known as Personal Development.

This time to think into who you are pays dividends and is a vital first step to living an intentional life. If done correctly and the right questions asked of yourself, you will move in the right direction. As Aristotle once said, "knowing yourself is the beginning of all wisdom", and that is what personal development is all about, discovering and knowing yourself inside out.

The investment you make in yourself will be the greatest investment with the largest ROI you will ever make.

*'Make every day your masterpiece.'*

- **John Woodman.**

**Remember: Are you making a living or are you making a life?**

**Module 1 Recap:**

Identifying what matters to you and knowing what you want (passion and purpose). Big picture thinking. Long-Term Planning.

Perhaps most importantly, it is individualistic, what works for one may not work for another.

Raising self-awareness. Looking internally allows us to better understand why we experience emotions. This allows us to handle our emotional response to situations to bring about the most positive and productive results.

Ownership and empowerment

Investing in yourself and Backing yourself to win

Improving your circumstances - Becoming the best version of you that you can be

Assets are maximised Opportunities are taken

Infusing energy and motivation into your days.

Rational and logical – utilising your skill set to full effect and going after it. - Efficiency

Life is lived in the mind – how you view and experience life can be altered by changing your mindset and outlook on life

Making the most of each day and every experience. Ensuring that each step along the way is a step in the right direction moving you closer to your big picture goal.

Having a plan in place that prevents others from pulling you off track.

Something that drives you and motivates you to get up in the morning.

**The most important question you must ask is: WHO AM I GOING TO BECOME?**

**Q. What priorities have you established for yourself to live your life by?**

**Recap Challenge:**

1. Describe what Personal Development is?
2. Why is it so important to your business?
3. What questions can you ask yourself to assist you in identifying where you want to take your business over the next twelve to eighteen months?
4. What reasons/excuses have you made up until this point for not building time in your diary to focus on you and personal development?

**ACTIVITIES**

**ACTIVITY 1**

**What would you do to upgrade yourself?**

Imagine walking into a department store of self-improvement where you could alter or upgrade and add to any area of yourself and therefore your life. As you wander around, up and down the aisles and from shop to shop, what would you pick up along the way?

**Q: What would you change about yourself and your life? Why?**

**(List your items below and think about why you would like to make these improvements in this area).**

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To answer the above questions, you may find it useful to break your life down in different compartments; for example:

- my personal ambitions and motivations (are you really going after what you want?)
- my personal and home life (relationships, family, friend, social life)
- professional life (business, opportunities, growth)
- health
- finances (business and personal)

## Activity 2:

**The Wheel of Life:** Personal Development can seem slightly overwhelming when looking at your life as a whole. By breaking it down into smaller, more manageable chunks not only does it seem more surmountable it also highlights the particular areas you should focus on in order to make the most significant gains that will improve your life.

Below is a template of The Wheel of Life along with instructions and notes.

### The Wheel of Life Exercise – Notes

Remember this is a personal activity and what you perceive as happiness and fulfilment will be unique and bespoke to you. It is a subjective measurement not objective. Do not assess yourself against the standards and values that do not hold true to you. The aim is to create balance in your life.

The Wheel of Life is designed to raise your awareness and enhance your clarity of where you currently are and highlight the areas you would like to focus on improving.

Things will change over time, so it is worth repeating this exercise at regular intervals. Not only will this help you see the progress you are making (or not) it may also bring to your attention the things you are doing that are either helping you progress or not.

Alternatively, if you do not feel comfortable or are unsure about what score you should give yourself you can ask a close friend or family member to complete this activity on your behalf. Hopefully this will give you an objective view. However, do remember that if you choose to do it this way it needs to be someone that you trust fully, whose opinion you respect and value and ultimately someone that you trust.

Now that you've completed the Wheel of Life, how is your ride? Bumpy or smooth?

How does it make you feel?

Are there any areas that have come as a bit of a surprise to you? What do your results tell you about how you are utilising your time and energy in these areas? What changes do you need to make and how will you begin to make these changes? Do you require assistance from anyone to make these changes?

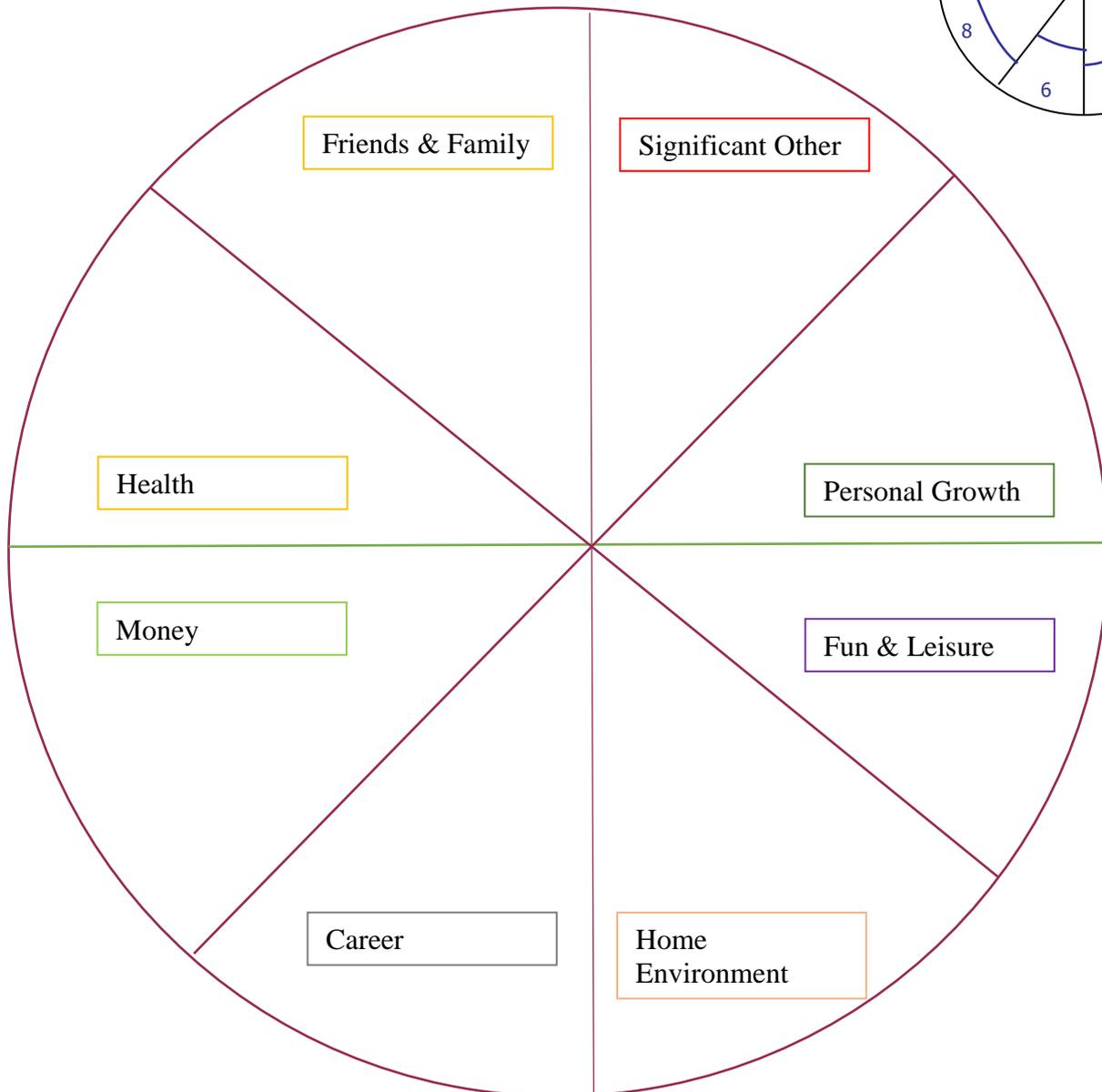
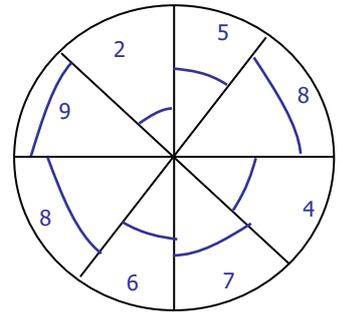
If there are any scores which surprise you think about what a 10 would look like in that area and how you can go about improving your score.

What are your action points to take away from this activity and focus on? Perhaps this activity has brought to your attention the three main areas you would like to focus on over the coming quarter.

YOUR NAME: \_\_\_\_\_

TODAY'S DATE: \_\_\_\_\_

### EXAMPLE



### COMPLETE THE WHEEL:

1. The Wheel of Life has been broken down into 8 areas. These are the main areas that people feel are important to their life. However, should you feel that there are alternate areas that you would rather focus on you are able to create your own Wheel of Life and list your preferred areas.
2. For each area of the wheel give it a score from 0 -10 then draw a line across each segment that represents your feelings and satisfaction with your current position.
  - Imagine the centre of the wheel is 0 and the outer edge is 10

- Choose a value between 1 (very dissatisfied) and 10 (fully satisfied)
- Now draw a line and write the score alongside (see example above)

### ACTIVITY 3:

#### Questions to Ask Yourself for Greater Clarity

- Who am I?
- How would I describe myself?
- How would others describe me?
- Is there an imbalance between the two answers?
- What matters to me?
- What are my core values and beliefs?
- When am I at my happiest?
- Where am I at my happiest?
- When am I at my lowest? Why?
- What causes me anger, pressure and stress, makes me uncomfortable?
- What do I want to do with my life?
- What have I achieved thus far and how does it make me feel?
- What would I have done differently, if anything?
- What have I learned from my past? How can I use this effectively to propel me forward?
- What are my strengths and weaknesses?
- What do I do to help others?
- How can I improve these skills to achieve the best return?
- What do I want to achieve in the future and how am I going to go about making this a reality?
- Who do I spend my time with and is this conducive to my bigger picture goals?

*“You are in complete control of who you are becoming.”*

– Dan Sullivan.