



Business Success Tools LLC

Spotlighting Performance, Change and Growth

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Falling In Love With Your Business....Again

By Pam Butterfield

You started your own business and it has soared. Success feels great and you love what you do. One day you realize how many hours you're working. Instead of running your business, your business is running you. You're tired and frustrated. You loved your business when you started it. It was beautiful, just like a beautiful baby. Unfortunately, your baby has grown and it's ugly!

Let's look at Joe, who started his business six years ago. It's clear Joe loved his business initially but its success created so many demands, he's grown to hate it. Joe's family hates it too; Joe's working 80 hours a week; He's never home; and he's not taking care of himself. To save his sanity and the business, it's critical that Joe get things back in balance.

Let's see how Joe ended up in a situation like this; what impact this has on the business; and, most importantly, how to take steps to improve the situation.

Every successful business runs into barriers and bumps in the road. But, if you, as the owner, aren't in love with your business, you're much more likely to back away from those challenges, give up, and lose the investment you've made. Business owners don't work as hard at success if they don't enjoy what they do.

If the business owner was unhappy and frustrated when business was soaring, imagine how she'll feel when that negative attitude begins to have a negative impact on the business. When the business becomes a burden, it's often much more difficult to attract new clients and to keep existing clients. The business loses critical mass, it loses value, the numbers dip, and it becomes hard to sell at a good price.

Not loving the business also affects your willingness to take the risks necessary to keep growing and keep innovating. And, if you can't innovate you'll have a tough time sustaining growth.

Long-term business success flows from a love of your business. Who are these business lovers? They're owners who leave their business at day's end thinking, "Oh, good, I get to go to work tomorrow." Thomas Edison's wife once told her genius husband to get away from his work for a while. He asked her where he should go. She advised the famous inventor to think of the one place in the world he'd most like to be. He said okay and went straight back to his laboratory. That's love.

What if your passion for your business has waned? Here are 5 ways to help rekindle your passion:

1. **Raise your business like a child.** At birth a baby is totally dependent on its parents. Slowly the parents teach the child (and the business owner should teach the business employees) how to do things without the parent always being there. Parents prepare children for adulthood and independence with support, care, coaching, delegation, and a solid educational foundation. Prepare your business for growth. Hire the right employees. Provide training. Allow areas of the business to function without your hands-on involvement.
2. **Prune away unprofitable customers, products, and projects.** Sometimes the biggest revelation for my clients is realizing they have both good and bad business booked. Stop exhausting energy and resources on unprofitable customers, products, and/or projects.
3. **Focus on your strengths.** Every business owner must play multiple roles: entrepreneur, technician, and manager. None of us typically excels in all three roles. Hold onto the roles you excel in and outsource, delegate, or hire to fill the other roles.
4. **Eliminate your frustrations.** Things either give you energy or rob you of energy. Write down everything that drains you of energy. Your list may include big items like under performing employees and small items like a dirty carpet. Start fixing the things on your list. Tackle the easy stuff first. Success breeds success.
5. **Build a business that matches what you value.** If you cherish being around people, build a business that allows you to interact with people. If a key value for you is good health, don't found a cigar shop. If you've lost your corporate job doing xyz and you hated doing xyz, how long will you be able to sustain a business doing xyz?

You once started your business because you had a passion for the work. That passion and love is a major fuel for not just your business success but also for your life fulfillment. If you need help re-kindling that passion, consider working with a professional business coach. That way you can find a way to keep the love alive.

For more information, or to discuss your needs or those of your organization, please feel free to call us at: (860) 643-4744 or visit us at: www.BusinessSuccessTools.Biz