

From 'Employee' to 'Entrepreneur'

How solid are the foundations in your business?

▶ The Complete Guide



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A big warm welcome to you!



Osmaan Sharif

Founder & Entrepreneurial Coach

Hello & a big warm welcome to you!

By you being here & reading this right now, I'm sure that you're finally looking to take that leap, so you can really get out there & grow your business am I right?

On one hand you're super excited and feel that 'this is it' for you but on the other you may be questioning yourself & thinking ... 'is it really going to work?'

Well the answer to that all comes down to whether you've got the foundations solid (**& I mean rock solid**) right now. As otherwise, you could be putting in all the time, effort, energy & money but not really getting the results that you want & deserve. It's like attempting to heat up your house but with all the windows wide open!

It's not just about having a great business plan, there are other things that can make or break your success. Especially, if you've spent a good chunk of your working life in the corporate world or in a traditional '9-5'. As being an 'Entrepreneur' or business owner is completely different from operating like an 'Employee'.

But I see so many people who've come from those backgrounds, really hold themselves & their business back, by not stepping up and leaving 'Employee' thinking or actions behind them.

I know this from first hand experience... as that was me back in 2007, when I left the corporate world to start and grow my own business.

(It's ok if you don't call yourself or connect with the word 'Entrepreneur'. I didn't either for years, as I thought I'd spend my life climbing up that corporate ladder & never had dreams of being my own boss as I was growing up.)

So over the next few chapters, I'd like to go on a journey with you, where you can really see whether you've got the 3 essential foundations of the **Rapid Transformation Formula** firmly in place.

This includes having the right **DESIGN** for you, **MINDSETS** that are working for you & your use of **STRATEGIES** that are actually making a difference.

You'll have a chance to get your hands dirty & do an 'Audit' on how things are right now for each of the areas, so you can then leave with a clear action plan on how you can either fine-tune elements or create an overhaul on any areas if needed.

It's the exact framework that I spend time using with my individual coaching clients & workshop delegates.

Be sure to also watch the accompanying videos or listen to the audio tracks, so you can hear me go into it all in even more detail and for you to get a feel for all the real-life examples that are buried inside!

So are you ready now?



Osmaan Sharif

Introduction

The Rapid Transformation Formula

I like to keep things really simple in everything that I do and share (*as what's the point of complicating things just to sound or look smart, right?*) so let's start by looking at the Rapid Transformation Formula!

This will help you both put your finger on where things may not be gelling for you just now & help you to move things forward in a way that will be built upon a solid foundation.

Whenever I'm coaching a client, who's looking to start their exciting business or aren't getting the results or rewards from it that they truly deserve, I know that there'll be at least one area of the Rapid Transformation Formula, which will be on shaky ground for them.

(Quite often – it's actually 2 or even all three areas that need some TLC.)



DESIGN

+



MINDSETS

+

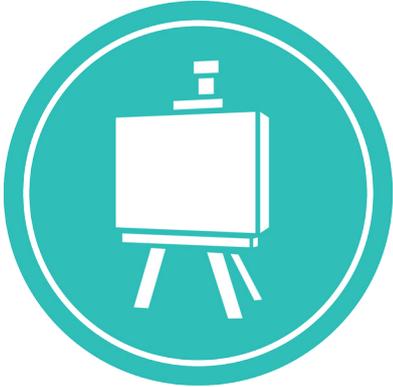


STRATEGIES

= RESULTS

Design

The Big Picture



First thing's first – you need to know what you want your business to look like!

You wouldn't dream of building a brand new house by just starting to lay the bricks down & just 'see how it goes', would you?

But there are so many people who don't take the time to really DESIGN what they want to get from their business & then complain that they aren't loving what they are doing and feel like they've just gone on to create another 'job'.

It's so much more than just goal setting, as let's face it – more often than not, they don't really amount to anything. But when you think about the promise that you're making for yourself & business – it has a different connection.

You need to also ensure that your DESIGN actually fits in with your talents, zone of genius & personality – as otherwise it'll feel like really hard work to get thing moving.

Plus, quite often when I'm working with my business clients, we quickly discover that what they thought they wanted sometime in the past isn't what they want NOW.

They've grown, learnt more, experienced & developed themselves further, to the point that the DESIGN is so out-of-date but that is the blueprint they're still holding in their mind!

Finally, if you're not crystal clear about who you want to work with & serve as your customer or client base, then it'll be like you're running around a field chasing all different types of rabbits!

It'll make it so much more difficult to really make an impact & let people know that you're the person or company for them!

We'll get into more detail in the 'Design' chapter & I'll share practical ways for you to ensure that this key element of the Rapid Transformation formula is rock solid!

But for now, you get that it's important to know & take charge of creating your DESIGN, don't you?

Mindsets

The Big Picture



Even with a clear DESIGN for your business, you can still really hold back your results & progress, if you don't pay attention to your MINDSETS.

It's not about just being positive & having a 'glass is half full' perspective. As that alone can mean that you're just being delusional & indulging in wishful thinking.

This is where letting go of your 'Employee' thinking really makes the difference, as without doing so, it will seep into how you see yourself.

I also often see new business owners hanging about, as if they're waiting for permission for someone else to give them the green light. But really, it only works when you give yourself permission to really go for it!

That's why when I'm working closely with my coaching clients, I'm there to help them make that transition from being an 'Employee' to 'Entrepreneur' & breaking free of their old identity & thinking.

One of the biggest mindsets that needs shifted is thinking that you need to be an 'all-rounder' & do everything in your business yourself.

If you hold onto doing everything yourself on your 'to-do list', it may keep you feeling like you're busy. But if you spend your time in the areas that you're not as skilled or talented in,

then it will feel like a chore & will stop you from adding value in more important places.

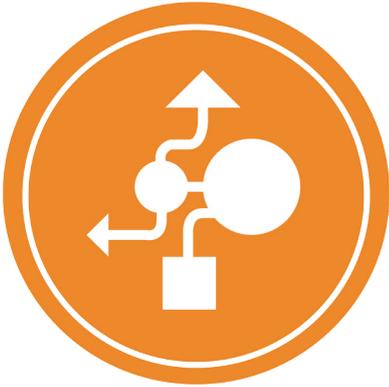
Also, the beliefs that you are carrying around with you each day, will be making more of an impact on you than you'll realise. It's just human nature & the way our minds work.

Without supportive & winning beliefs, then it can feel like you're taking one step forward and a few steps back, or even worse going around & around in circles.

During the MINDSETS chapter, you'll get to explore this even further & see if your MINDSETS are stacking up in your favour or not.

Strategies

The Big Picture



The last element of the Rapid Transformation Formula is STRATEGIES and it's just as vital as the other two for SUCCESS!

Once you've created the DESIGN & have supportive MINDSETS – you need to take action – otherwise it's just positive day-dreaming!

But it's not just about taking any type of action – you need to make sure that it's taking you step-by-step closer towards making your DESIGN come alive and if not – then you'll need to adjust what you're doing!

The first sign of madness is to *'do the same thing over & over again – yet expect different results'*, according to Einstein. I couldn't agree more!

I've seen so many people repeatedly doing the same behaviours; habits and actions. They think they're making progress because they're doing 'something' but in actual fact – unless they're learning from the experiences & making adjustments – it could really just be wasted time, money, effort & energy.

So make sure you're not confusing being 'busy' with getting results or at the opposite side of the scale – just thinking you'll 'attract' it – without you having to do anything. *(There is a clue in the word 'AttrACTION!' afterall!)*

Does that mean there is just one set of strategies to follow for everyone? Of course not – you need to understand which would be the best for YOU & which play to your personality, talents & strengths.

This will mean that you can role model the right people & not think you have to follow all the different & competing business advice & tips that are out there.

Again, acting like an 'Entrepreneur' is different from life as an 'Employee'. It's important that you embrace the key habits that are needed, make decisions & following through on what you have promised yourself & your business to achieve.

Can you see how this links to the other two elements?

When you know what your DESIGN is for your business – it helps you know if you're on the right path in getting you closer to it – with each action you take. Whether that's a small step, hop or 'one giant leap for mankind!' – they'll all help you create a Rapid Transformation!

Plus, when you've got the right MINDSETS, it'll make sure you keep going even at those points when you may be thinking of throwing in the towel. So instead you'll get up; dust yourself off; learn from it & adjust your next course of action!

Keep your eyes peeled for the STRATEGIES chapter, where you'll get to hear more about how to do things that will lead to quicker & long-lasting results for you. It's all about helping you LOVE what you do in your business, so that it'll make it all worthwhile having made the decision to really go for it!

So there you have the Rapid Transformation Formula.

I told you it was simple – yet I'm sure you'll agree how powerful it will be for you!

In the following chapters, we'll explore each of the different elements in a lot more detail.

You'll also get to see what elements need your undivided attention right now!



From 'Employee' to 'Entrepreneur'

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▶ Part 1: Your Design



Chapter 1

Your Design

We've talked at a high level about the importance of focusing upon your DESIGN & making sure that it's the right DESIGN for you.

Before we move onto looking into 3 specific things you can do to focus upon this element of the Rapid Transformation formula, complete the 'Design Audit' now.

It's best to do this quick & be super honest with your answers. The purpose is to let you see how this area is for you just now. Then more importantly, it will give you the chance to make any changes to enhance it even further.

Watch me bring the Design element to life for you through the video below:



<http://bit.ly/RapidT1>

Your Design Audit

Choose **ONE** statement for each question.

1. How clear are you with your goals & vision for your business?

- A) I don't have any concrete or solid goals.
- B) I have some ideas but they are 'fuzzy'.
- C) I know what I'd like to achieve within the next 6 months.
- D) I'm super clear & know exactly what I'd like to achieve in the next 12 months.

2. Where are your goals & visions captured?

- A) They aren't clear enough to even be written down.
- B) I have them all in my head.
- C) I have a few notes written or typed up about them.
- D) I have detailed & specific goals written or typed up.

3. How much is your business (or business idea) aligned with what's important to you in business & life?

- A) I'm not even clear about what's important to me.
- B) I have a vague idea of what's important to me & a few of them are matched.
- C) The majority of what's important to me are aligned.
- D) The top 6 things that are important to me are rock solid in my business.

4. When it comes to your business (or business idea), how much of your talents & zone of genius does it help you use?

- A) I don't even know what my talents or zone of genius really is.
- B) Some of my talents will be used.
- C) I'd get to use at least 50% of my talents & zone of genius regularly.
- D) It's very aligned with my talents & zone of genius. I'd get to use them at least 80% of the time, so things will flow really well.

5. How clear are you on exactly what clients & customers your business will focus on & like to serve & be of value to?

- A) I'm not clear at all on this or 'Anybody' would be my ideal client/customer.
- B) I have some ideas of who they would be but it's very sketchy.
- C) I am somewhat clear about who they are.
- D) I am super clear & I know a lot about who they exactly are & what they're needs are.

SCORING:

A = 0 points

C = 4 points

B = 2 points

D = 6 points

In this chapter, we'll lift the lid on the importance of:

Your goals & promises.

Identifying your talents & zone of genius

'Who' specifically do you want to serve & be of value to?

(1) Your Goals & Promises

Unlike when you're an 'Employee', in your own business you're the one who gets to choose what your business is all about & what you want to achieve.

That can be exciting but also daunting, if you're not used to being able to do that.

The clearer you are about setting your vision for your business & then getting into detail with specific things you want to achieve, the easier it will be for you to make it happen. Honestly, I promise.

That's because you've set a direction with a destination for you to then focus upon getting to. (Of course, it's not just about reaching the destination but enjoying the journey along the way too!)

That's why setting 'goals' is super important. Although, being honest, I don't really like that word 'goal' – as often it doesn't do justice for you. I'll let you know what I prefer & how I help my clients really commit to making things happen more.

Do you know what specifically you want to have achieved, created & experienced for yourself & your business within the next 6 months & 12 months?

Is it just a thought or have you taken the time to write it down? It makes such a difference when you 'ink it' rather than just 'think' it.

Also, be specific in terms of dates of when you want to have achieved things. This could be financial milestones; number of clients/customers you want to have worked with, products or services you want to have launched; places you want your business to be featured on.

There's no such day in your diary called 'Someday' (*go on & check if you don't believe me*). So be sure to really put a date down for each milestone & achievement.

I'm not a firm believer of needing to have figured everything that you want for your business for the next 5 or 10 years, as I guarantee you that you'll change & your vision will enhance as you are in motion.

When I left my corporate career to start my own business, I was all about focusing upon delivering certified Neuro-Linguistic Programming (NLP) courses & working with 1-2-1 coaching clients to experience personal breakthroughs.

I did that for many years & loved sharing the powerful toolkit with hundreds of students & clients. It then led me to where I am today & what I focus upon here at Rapid Transformation.

But back in 2007, I wouldn't have been able to set this as my vision or goals, as you don't always know what you don't know back then, do you?

So breathe a sigh of relief, if you've been struggling to get your longer term or 'life' vision designed, but have been finding it a challenge.

Is it High Definition (HD) Quality?

Our mind is one of the most powerful tools on earth & there are so many ways that we can use it to help ourselves. When it comes to your DESIGN, really take time to focus upon what you'll SEE, HEAR, THINK & FEEL when you've achieved each of your milestones.

It helps make them more vivid & real-life. Therefore, when it comes to making it happen, it's like you've had a sneaky-peek of it & whet your appetite.



What's Important to YOU?

It's crucial that you also make sure that you take time to ask yourself,

'What's important to me about business?'

Then make sure that you look at these words & see if they are aligned with your DESIGN.

For example, I started working with a client recently, who was struggling to make anything happen in her business. She told me all the things she was doing & how her services relied upon her being in a specific location & to be face-to-face with her clients.

But when we spent time really exploring her values (*a fancy name for what's important to you*) using the toolkit of NLP & then seeing what her top values were. The penny dropped for her. As her top value was FREEDOM.

How well do you think that was fitting in with what she was busy attempting to create?

We were able to get back to the drawing board to re-DESIGN her business so that it fitted in with her top values & lifestyle she wanted.

Your values are interconnected with what motivates you. So if you're not motivated, the chances are that what you're doing isn't ticking off what's really important to you!



Your Promises

I mentioned before how I wasn't a massive fan of the word 'goal'.

That's because when you make a PROMISE instead it has so much more impact & meaning.

When you spend time to really ask, 'What are the promises I am making for myself in my business?' and 'What is the promise I am making for my customers/clients?'

Then it really connects with you on so many levels & makes your commitment level go much deeper.

It also helps you then hang everything you choose to do in your business off this promise.

For example, the 'enterprise' promise for Rapid Transformation (*which I chose*), is to **'Help embrace entrepreneurship from the inside-out!'**

By knowing that is at the core of everything that I want to do, it helps me evaluate all the great new ideas that wake me up in the middle of the night!

If they don't fit with that promise, then they are good ideas but not for Rapid Transformation!

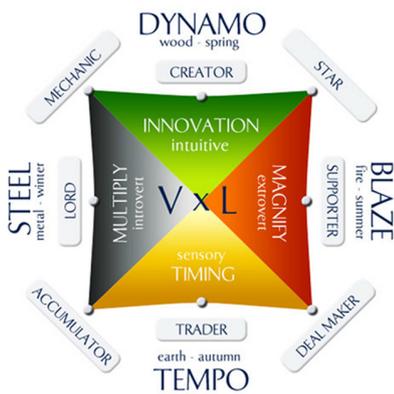
This again, is something that new business owners or entrepreneurs don't often do. Instead, it can then feel like they're running around like headless chickens or doing so many different things – which aren't all connected or gelling together.

It's also so much harder to break a promise isn't it to yourself or a customer, compared to just a goal. (*Think about those pesky 'New Year's Resolutions' ... I rest my case!*).

What can you do now to increase the level of details for your 'promises' & clarity around the DESIGN of your business?

” *When you have the WHAT & WHEN clear .. then the WHO & HOW show up easier.*

- Roger James Hamilton



The Wealth Dynamics & Talent Dynamics Square.

(2) Identify your Talents & Zone of Genius

Back in the days when I was newbie, I used to be relieved when a client had a 'goal' set. But then I know something wasn't quite right with it, when I'd see them quickly deviate from it or take so long to take action to make anything happen.

When I then came across the Wealth Dynamics & Talent Dynamics profiling system, by Roger James Hamilton, it became glaringly obvious why that was happening for some.

You see, there are so many ways to DESIGN your business. But when you DESIGN it in a way that plays to your talents, strengths, personality or 'zone of genius', then that's where the real magic happens.

Even if you want to start or grow the 'same' type of business that already exist out there – there are so many different designs that you can have for it.

For example, in the world of coaching, there's the Tony Robbins (being a Star or 'guru') way where you'd get up on stage in front of thousands of people at a time or the complete opposite, where you get to actually speak 1-2-1 with your coach who's there with you during a part of your journey. (Plus so many other 'designs' too).

All too often, I see new business owners or entrepreneurs fall into the trap of thinking that they have to have the same 'design' as others.

(I know – I did that back in the day!).

It's like you're then trying to squeeze your feet into someone else's shoes – not really comfy or pleasant!

The Wealth & Talent Dynamics profile shows that there are 8 distinct types of business owners or 'Entrepreneurs'. Each of them who have different zones of genius, talents & personality.

They can all be super-successful in their own right but really only when they are playing to their strengths.

That's the key thing I love about this system compared to others that I've experienced throughout the years (even from my corporate days when I was a HR Manager & Training Manager).

Some gave you a fancy combination of letters or a colour but you're then left thinking 'so what?'.

When you know which of the 8 profiles

(Creator, Star, Support, Deal Maker, Trader, Accumulator, Lord or Mechanics)

you're more aligned with, you can then design your business in ways that specifically have a better fit for you.

Find out which one you are here.

It's all about 'Flow'

Knowing which profile you are & focusing upon your talents, will then also allow you to experience being in 'Flow' in you business.

It's all about playing to your strengths & focusing upon them, instead of spending your time, money & effort focusing upon the areas that are your 'weaknesses'.

(We'll explore this further in your MINDSETS & STRATEGIES chapters).

I had a client Nina, who hit the nail on the head with it all, as we were working together to get her DESIGN clarified. She described what she wanted to do in her business, after discovering she was a 'Lord' profile and then said 'But that would feel so easy though for me!', with a questioning tone of voice!

That's what FLOW is all about & when you DESIGN a business around YOU – then it can feel relatively easy! But if you asked someone else who was a different profile to you, how they would find doing something like that, they may describe it as being a 'living nightmare' for them!

I'll bring more elements of Wealth & Talent Dynamics to life as we go through this journey, as they also impact heavily on your MINDSETS & STRATEGIES.

For now though, do you think your business is really DESIGNED so that you're getting to focus on your talents & your strengths as much as possible?

Think about how much in 'flow' you're currently finding what you're doing or planning to do? If it feels like you're pushing a massive boulder up a hill, then maybe it's time for you to enjoy fine-tuning or overhauling your DESIGN.

What is 'FLOW'?

Flow is simply when you're on the path of least resistance, where things feel natural & effortless. It's when time can feel like it's standing still (in a good way) or even speeds up because you're not clock-watching & wanting what you're doing to finish!

Even when it comes to experiencing new things in your business & challenges (as let's be honest, there will be lots of challenges as you grow – that's the life of a business owner & being the boss), it's so much easier to overcome them when you're in flow.

It's also a place where you're most trusted by others around you (including your customers) to perform at your best & give them the most value.

(3) 'Who' specifically do you want to serve & be of value to?

'You can't weigh a kilo of live frogs!' is something I've often heard my father-in-law say.

It's so true & especially when it comes to the world of business; If you're trying to be everything to anybody – then you'll end up being a nobody to everybody!

I know that it can feel really hard to choose who you'd like to work with or be your customers. *(Again, this was something that I've struggled with in the past a lot, as I was thinking more like an 'Employee' rather than an 'Entrepreneur'!).*

The good news though is that YOU get to choose!

I often have clients asking with a scared tone of voice, 'Will getting specific now limit my opportunities or people?'. On the contrary – as it then lets you be of more value to the right people!

Think of it this way, if you needed to go in for some surgery on your back. Would you prefer to get treated by a specialist back surgeon or a surgeon who was quite handy at everything?

That's why specialists in their field, often get paid so much more than generalists. Because they have got more focused experience, knowledge & results on helping solve that particular challenge!

When you define your ideal customer or clients *(or 'niche' for the technical term)*, it then helps get your DESIGN so much more clearer again.

As it then helps you to really understand what they want or need; what's important to them; how to best engage with them & if you'd be a good fit.



'Dancing Pink Elephants?'

Ron Kaufman really paints the picture when he says that when it comes to choosing your ideal customers and market –it's about 'Dancing Pink Elephants'.

You may be scratching your head and thinking 'WHY?'

Well firstly remember you don't want to focus upon everybody. So in this case, it's just those elephants who are pink (& they know they're pink).

You also want them to be dancing, so they're moving & taking action. It's so much harder to have to pull an elephant up off from their backside (*not that I've actually tried*) & get them to walk alongside you.

The same goes for your ideal customer or client. It should be easy for them to know that they're the kind of person that you'd like to serve & that they're already interested to consider it.

This is opposed to choosing a market who you think or know could benefit from your product or service, but they don't know it or aren't in the right place in their journey to be even aware that it could be for them. It just becomes a game of trying to educate or convince them – which can take a lot of time, effort, money & energy!

So are you clear about who your dancing pink elephants are?

(Promise me one thing though ... that you never actually call your clients or customers an elephant ... that may not lead to much repeat business or relationship building!)



Are all ideas good ideas?

It's also important that you look at all the different ideas you have for what your business can offer or the potential clients you want to serve, to see if it makes business sense.

As not all ideas are good ideas & worth pursuing!



I had a client a few years back, who wanted to start a business running workshops & coaching for young women who were single parents. Her heart was in such a great place but in reality, would it be the top of their agenda for them to sign up & invest in?

She quickly realised that it wasn't the best market to go for directly.

You'll honestly make life so much easier when you choose who you'd like to serve & what you want to stand for.

Remember though it doesn't mean that it has to be for life.

Want a real life example? Here at Rapid Transformation, I'm now spending most of my time serving individuals, who are from the traditional world of work & who now want to start or grow their own mainly service-type of business.

They aren't those who always grew up thinking they were going to be an 'Entrepreneur' & who were busy running lemonade stands on their street corners.

Is that you?

Right, we've gone into detail together on just 3 of the key elements that are essential to have sorted in the DESIGN part of the Rapid Transformation. There are still many more factors that are important & need to be worked on, but focus upon these first & see how you can ensure that the foundations are getting even more solid.

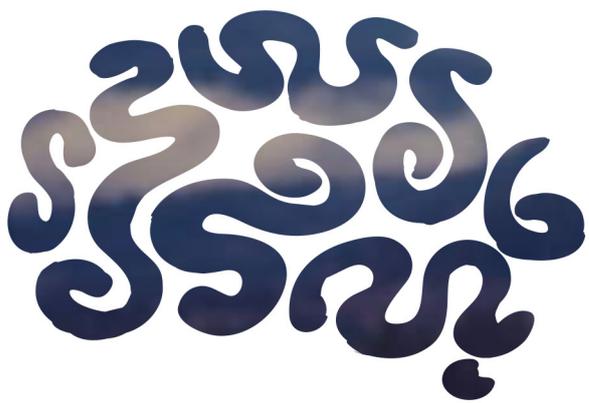
Refer back to the 'Design Audit' & see which parts you can take action on now to improve upon, before we then move onto looking at the MINDSETS chapter.

You'll also get to see what elements need your undivided attention right now!

From 'Employee' to 'Entrepreneur'

How solid are the foundations in your business?

▶ Part 2: Your Mindsets



Chapter 2

Your Mindsets

We've spent time getting to grips with how important the DESIGN is for your business, but that's only one part of the puzzle.

If you have MINDSETS that are holding you back, it can really just make that DESIGN stay on paper (or in a document on your computer), instead of becoming a living reality.

That's because your MINDSETS can affect the actions that you take (or don't take) & the results that you get.

In a moment, I'll share 3 things to watch out for around your MINDSETS, so that you can make sure that it's working for you & not against you.

Before that, take a moment to complete the 'Mindset Audit', so you can see how this element of the Rapid Transformation is currently looking like for you.

Again it's best to do this quickly & be totally honest with your answers.

Click below to see me really describe in detail, why it's often about what's going on in the 'inside' that really needs attention!



<http://bit.ly/2RapidT>

Your Mindsets Audit

Choose ONE statement for each question.

1. When it comes to business, who do you see yourself as being?

- A) I wouldn't even dream of calling myself a business owner or entrepreneur.
- B) I feel like I'm pretending to be a business owner or entrepreneur but it doesn't feel 'real'.
- C) I mostly see myself as being a business owner or entrepreneur (at least 60% of the time).
- D) I definitely feel & would call myself a business owner or entrepreneur.

2. Having spent time in the 'traditional' working environment as an 'employee' (either currently or in the past), which best describes how you generally think:

- A) I feel like I need to wait for permission or have to consult others when it comes to my business.
- B) I tend to feel like an 'employee' of my business & would prefer someone else to take the lead.
- C) I like being my own boss but sometimes don't really act or think in that way.
- D) I love being in charge & getting to make all the major decisions for my business.

3. When things don't go exactly to plan or you don't get the result you wanted, how do you react?

- A) I get really deflated & it stops me from then taking action for some time.
- B) I am disappointed & tend to come up with some reasons why it didn't go well.
- C) I tend to balance focusing on what happened in the past & what I can do going forward.
- D) I take full responsibility for the things I did or didn't do that impacted on the results. I learn from it & move ahead quickly.

4. Which of these best describes yourself & what you tend to do:

- A) I feel like I need to do everything myself in my business & wouldn't dream of asking others to help.
- B) I know I spend too much time doing things I'm not good at, but I struggle to let go of those tasks.
- C) I do my best to focus mostly on that areas of my talents & skills. I then get others to do those other tasks.
- D) I know where my talents, skills & zone of genius are. I focus on those & am always looking for ways to delegate or outsource anything that doesn't fit in with that.

5. What best describes how you tend to think & believe?

- A) My thoughts & beliefs always seem to hold me back.
- B) I tend to be very critical with myself & this impacts on how much action I take?
- C) I know when I'm being negative or have thoughts that aren't supporting me. I then work as hard as I can to ignore them.
- D) My thoughts & beliefs are mostly positive & support me in making things happen.

SCORING:

A = 0 points

C = 4 points

B = 2 points

D = 6 points

In this chapter, you'll see why :

Holding onto 'Employee' mindsets can hold your business back.

Being an 'All Rounder' isn't the best way forward.

Your beliefs really play a massive part in everything!

(1) 'Employee' v.s. 'Entrepreneur' Mindsets

I'm sure you'll agree that life as an 'Employee' can look & feel very different from life as an 'Entrepreneur'.

For example, when you're employed by someone else or a company, you don't have to necessarily worry about whether you'll get your wages on time or if there's enough money to pay the electricity to keep your office lights working.

Having come from that type of environment, it can make the life of a new business owner or 'Entrepreneur' that bit extra challenging. As we can become easily conditioned to always having someone else looking after that piece of the jigsaw.

But when you're the boss, you have to keep an eye on all the moving parts (*not necessarily doing it all yourself though!*) & be the driver of it all.

How do you see yourself?

Do you seriously see yourself as being 'the boss', business owner or entrepreneur? It doesn't matter which of the labels you connect with – just as long as you are stepping into those shoes & really embracing it.

Because if you don't then, you'll always be looking for someone else to give you the answers to what to do & provide the direction.

So make sure you aren't waiting in the sidelines, waiting for permission to really get going & making the mark that you want to.

Even as a coach & mentor to my clients, I'm there to help them make decisions, keep themselves accountable & take action – but they are still their own bosses who are out there - day in & day out – making it all happen.

Take Responsibility:

The great thing is how amazing you'll feel when you achieve milestones in your business that you set or when you get some fantastic feedback from a customer or client.

You need to celebrate these moments & know that it's down to your perseverance & focus that has allowed that to even become possible.

On the other hand, at those times when things don't always go to plan exactly (& *there will be many*), how you think & feel about makes a huge difference.

You need to take the responsibility to really learn from it (*without going down the doom & gloom or blame route – that's just a waste of time & energy*).

As it's often down to what you did or didn't do, that got that result (*or lack of result*). There's no marketing, sales, product development or I.T. department to point the finger at.

The best insights & learnings often come from those times that didn't go exactly like you'd have hoped. I've had countless amounts of times when I've been pulling my hair out & thinking that I've failed. But you only fail if you let the same thing happen again because you didn't learn from the experience the first time.

That's where you'll know that you've stepped up & embraced being 'the boss' – when you know & accept that the buck stops with you!



Are you trying to be like a Swiss-army knife?

(2) The 'All Rounder' Myth

A bizarre thing seems to have happened to those who've escaped the traditional working or corporate world, to start & grow their own business ... the feeling that YOU have to do EVERYTHING yourself!

But back in your 'job' – you weren't expected to do everything for the company, were you?

I know that it can come down to a number of reasons, such as not having the luxury of having lots of existing departments & colleagues to take care of everything or not having the budget to get help with everything.

I get it .. I do ...honestly!

I'm not saying for one minute either, that you need to rush out & employ lots of people right at the start (*depending on what your business is doing of course*).

As you're growing your business, you really do want to be 'sacking' yourself from doing certain tasks & activities that aren't getting you into flow or using your talents or zone of genius – as quickly as you possibly can (*& often earlier than you think you really can!*).

That's why knowing which of the 8 Talent Dynamics profiles you're most aligned to is super important.



Which of the Talent Dynamics Profiles are you most aligned with? Find out here ...

If you end up spending your time doing the things that aren't playing to your strengths or even trying to develop the areas of your 'weaknesses', then you won't feel in flow & it will feel like you've created a 'job' for yourself.

It really does come down to a MINDSET shift though, as of course no-one is going to be as passionate or really 'get' your business as much as you do. You're the one who's living & breathing it (often 24/7). But getting help from those who are more skilled or can bring other talents to the table, can really make such a difference.

You just need to give yourself permission to let go of certain things & know that it's just going to free your time to focus on more value-adding stuff for your business.

But if I was to spend lots of time with a totally blank piece of paper coming up with a brand new creative idea for a product or service, it would feel like hard work.

So instead, I really pay attention to what my clients & Rapid Transformation community are telling me they're needing help with or are struggling with. I then regularly spend time with various people in my 'team', including a Star & Mechanic who I contract to do things with me & a fellow business owner who's a Creator.

You wouldn't believe how when we get our heads together – the creative juices start flowing & they help me see things in ways that I wouldn't necessarily have seen, if I was trying to figure it all out by myself.

Otherwise you can be really holding the reins too tightly and limiting the speed at which you can really achieve your business growth.

We live in an amazing world these days, where there are so many people we can get to help us grow our businesses, without lots of fixed overheads or long-term commitments.

Plus, just by surrounding yourself with the right type of people & fellow 'Entrepreneurs' can also help you make rapid progress.

For example, I'm a Trader profile in the Talent Dynamic system. Which means that I'm quite grounded & like getting stuck into doing things, like working with my clients.

Expanding Your Team:

If & when it comes down to expanding your team, you also want to make sure that you're not just trying to recruit another 'You' or someone with the same Talent Dynamics profile as you (*either as their Primary or Secondary profiles*).

That's because, you'll most likely have that area covered & the business could instead get more value by having someone focus on other elements that required different talents & strengths! This in turn will then allow you to stop doing those things. RESULTS!

Also, watch out for using words such as 'Solopreneur' or even 'small business owner', as that can firmly implant in your mind that you'll always have a business where you'll be running it on your own or with a very small team. Why would you want to limit yourself & the results of your business in the early days?



(3) Your Beliefs Really Play a Massive Part in Everything!

Having immersed myself into the world of Neuro-Linguistic Programming (NLP) for the past 10 years, both personally & when coaching & training others using the toolkit, I know how much your beliefs can impact your results.

In fact – look at the world belief for a second. Right bang-smack in the middle of it, is the word 'lie'.

But the way your mind works is that it takes on all beliefs that you've accepted (*either willingly or without realisation*) & believes them to be 100% true. It then uses them in the background to shape how you think, feel & act.

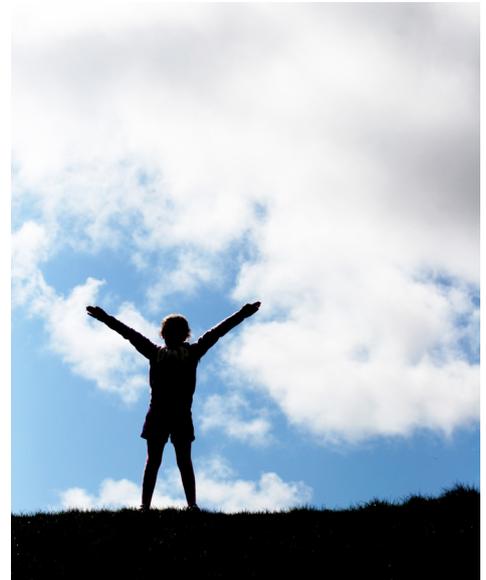
Our beliefs can be formed from a very young age and also during the lifetime of our careers and business journey. That's why, can you see how some of the beliefs that would work well for you in a traditional 'job', wouldn't best support you as an 'Entrepreneur' now.

So for example, if a new business owner is carrying around a belief that 'I'm not good at being in the spotlight', is that something they'll really push themselves to do? Nope! (It also does depend on your Talent Dynamics profiles – as some profiles are more naturally suited to certain activities. Just try keeping a 'Star' out of the spotlight for example – they won't be a happy bunny!

A lot of times, you won't even realise how much your beliefs are affecting your actions or things that you avoid doing.

The good news is that once you are aware of the beliefs that aren't supporting you or your business, you can at least choose to start to understand what they're capable of doing, so you can purposefully do all you can to combat them.

There are a number of quick NLP tools that can actually break those beliefs for good. It's like you go into your mind & delete them (seriously I know it may sound strange but it's really possible & I've been doing it for many years now with my coaching clients.)



It then has a massive ripple effect on how you think & act differently.

Before I took the steps to finally leave my 'safe' corporate job behind, I had a few limiting beliefs that were making it hard for me to take that final step. For one, I thought it was too risky having my own business and also that I was too young.

Once I was able to identify & put my finger on them, I was able to then use a NLP technique to banish them! Later that week, I handed in my notice to my job & then started my business.

It just goes to show you how powerful our beliefs are & how they can have such a hold over us – if we let them!

Start noticing what you hear yourself say to others or even to yourself, as this can help you spot if you're beliefs are supporting you as an 'Entrepreneur' or actually still keeping you acting like an 'Employee'!

Now can you see how much being an 'Entrepreneur' is an 'inside' job. This is again why here at Rapid Transformation, everything is focused upon helping you 'Embrace Entrepreneurship from the 'Inside-Out'!

As it doesn't matter how much you want to achieve your 'goals' & vision or have it crystal clear. If you don't take on the role of being the boss; think you have to do everything yourself and deep down don't really believe it will be possible for you ... then your MINDSETS will win ... in a negative way!

Chapter 3

Your Strategies

You're on the home stretch now ... so let's keep going! The last element of the Rapid Transformation is STRATEGIES & again can really make or break the growth of your business.

The good news though, is that once you've got the DESIGN really clear & are operating like an 'Entrepreneur' with supportive MINDSETS, this element can be one of the easiest to get flowing for you!

It takes dedication, time, effort & consistent action to really make things happen in your business.

Often it can feel like you're creating a snowman (or snowwoman), where you start with a small snowball & then it takes some time & rolling it around the snow to really grow in size & impact. But then think about what would happen once you've got the momentum going – it can expand rapidly! It can also melt away quickly too, if you don't keep an eye on certain conditions 'out there' & also if you stop taking action!

Just like before, it's important that you get a snapshot of how well your STRATEGIES are working for you just now (*or not, as it maybe*). Take a few minutes to honestly answer the questions in the 'Strategies Audit' now.

Lights, Camera & ACTION!!

Watch the video below to see how to get your Strategies working for you!



<http://bit.ly/RapidTVid3>

Your Strategies Audit

Choose ONE statement for each question.

1. When you read, watch or listen to books, blogs, people or other 'business' resources, do you ...
 - A) Feel overwhelmed & not really know what to do - so often end up doing nothing.
 - B) Get somewhat confused by all the different & often competing advice?
 - C) Appreciate that not all the advice would be best for your talents, skills or zone of genius?
 - D) Choose to be selective about what you follow or adapt it to fit with your talents or zone of genius?

2. When it comes to decision making, what best describes you?
 - A) I struggle to make decisions myself & it can drag on & on!
 - B) It takes me some time & I don't always follow through on the decisions I make.
 - C) I am ok with making decisions but I prefer chatting it through with others just to be sure.
 - D) I am confident at making my own decisions & I make them quickly.

3. When it comes to taking action, do you tend to:
 - A) Not know what I need to do next to grow my business?
 - B) Have a whole list of things in my head to do but don't know what to do first?
 - C) Have most of my 'to-do' actions written/typed down & generally get down to doing them.
 - D) Consistently take action, priorities & know the next 5 things to do that will make a real difference?

4. For your business (or idea), where do you tend to focus most of your time & energy?
 - A) Thinking & coming up with the best idea for my next product or service but then not implementing them effectively?
 - B) Making sure that all the systems & processes are in place to then help when I start to do more marketing & sales?
 - C) Spending large portions of time on creating or improving products & services and then jumping into focusing solely on marketing & sales activities.
 - D) A solid balance between focusing on the value I have to offer in my products or services & also in leveraging it effectively through marketing, sales & systemising?

5. When it comes to implementing strategies & getting things done, do you ...
 - A) Think I need every single step mapped out on what needs to be done for the next 12 months?
 - B) Feel that everything needs to be perfect before I could even consider implementing it?
 - C) Appreciate that there's a balance between perfection & taking action!
 - D) Have a plan, take swift action & constantly improve as I go, based upon feedback & market research.

SCORING:

A = 0 points

C = 4 points

B = 2 points

D = 6 points

In this chapter, you'll discover why it's good to :

Be picky about who you role model in business.

Develop Entrepreneurial Habits!

Focus on taking Action, Action & Action!

(1) Who do you Role Model?

I'm sure that like me, you're an avid learner & like getting your teeth into lots of books, blogs & valuable resources that are out there.

What you discover can massively impact the things that you do or think you 'should' be doing to start or grow your business.

But have you ever noticed that there's often so much advice and strategies out there, which contradicts each other?

A good way to understand this is by looking at the Talent Dynamics profiling system again. There are 8 different profiles that exist (you'll be aligned with one of them).

Each of the profiles have different ways to create success or get results. In effect, it's like there are 8 different games that you could be playing.



Think about it like in the world of sports, where there are many games in which you use a ball. (Like netball, football, golf, basketball, cricket). In each case, there are different rules about how you score; how you can or cannot handle the ball & even the skills that exist.

How successful do you think a world champion Basketball player may be if they were marched onto a golf court to play a round for the first time ever? Just because they're skilled at one sport doesn't mean they'd be as successful in a different game.

**Discover which of the 8 Talent Dynamics Profiles you are, so you know who best to role model!
Find out here**

I'm often asked the question (*in some way, shape or form*) ... "What's the best way to start or grow my business?"

I always respond in the same way. "It truly depends on YOU, your talents, personality, experience & zone of genius."

Even if you asked any entrepreneur a similar question, like Richard Branson, Michelle Mone, Bill Gates, Lord Sugar, Deborah Meaden or James Caan – they'd all respond with different suggestions, based upon which of the 8 Talent Dynamics profiles they are.

What may be the best strategies to follow for one of them, may be the worst for another!

Choose Wisely.

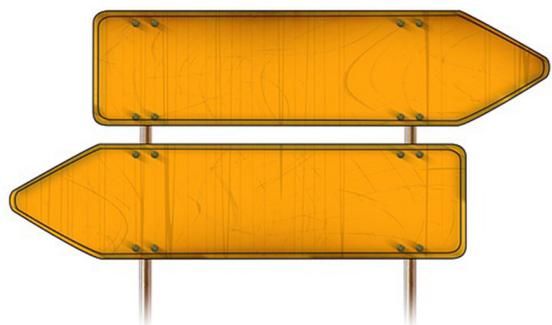
The next time that you're reading or hearing advice about how to grow your business, stop & consider how that would fit in with YOU & which of the Talent Dynamics profiles you are.

Otherwise, it will feel like hard work and out of 'flow' for you to get the best result using that strategy.

Often, there are ways that you can take some of those nuggets of wisdom & then translate them into a way that would work better for you!

For example, I know that I enjoy really getting to know the people in the Rapid Transformation community, who read my regular blogs, RT-TV episodes & podcasts. That's why I spend time interacting & making myself as accessible as possible to be of value & service to you. But you wouldn't really get a Star like Oprah or Tony Robbins, doing the same.

Once I discovered that I was a Trader profile in the Talent Dynamics system, the report highlighted other famous leaders & entrepreneurs who were the same profile. Choosing to role model some of their strategies & advice is more useful for me, compared to someone who's the opposite profile than me.



(2) Develop Entrepreneurial Habits:

I know I may sound like a broken record here (*remember those things that came before CDs & MP3 downloads!*) but again when it comes to taking action – be sure to operate like an 'Entrepreneur' rather than an 'Employee'.

One of the biggest habits to develop when it comes to being your own boss is decision making. You'll need to make decisions every single day to grow & develop your business.

The way we all make decisions again can be hugely influenced by our Talent Dynamics profiles. For example, Creator & Stars tend to make decisions really quickly & using their own judgment. Whereas, an Accumulator or Lord, will typically take more time & need to investigate or find out more 'data' first!

I often see new business owners and entrepreneurs drive themselves crazy with attempting to figure out the right answer or decision, consult with hundreds of people (and get more confused as a result) and then procrastinate some more around it all. (*Yep, again I'm talking from first hand experience from my earlier days.*)

The challenge can often come when you're trying to make big decisions based upon what could happen in some time in the future.

I got some great words of wisdom from another mentor, Michelle Clarke, when I took some time out to go to Bali recently to focus upon the next stage of my business.

She kept asking, 'What's your best thinking right now?' & you know what, it would help me decide, move on & then keep making more decisions as the wheels were in motion.

If I was still stuck in neutral right at the start, then I wouldn't have allowed myself to go on that journey, where the next decisions and thinking naturally unfolded.

Keep those words in mind, for the next time you're struggling to make a decision or think you need to make the perfect decision right now about everything.

” *What's your best thinking right now?*

- Michelle Clarke

Different Stages of Business:

Another thing to be aware of is that every business goes through different cycles & stages, where you'll need different habits (& people to help bring their talents too).

It all comes down to following through though, as without this key thing, you'll end up with lots of half-baked ideas that don't amount to anything.

Different people will naturally enjoy certain parts of growing a business. For example, a Creator or Star are usually on fire & buzzing right at the start when they're choosing what the business will be about & starting to come up with innovative products & services. But when it comes to them implementing all the ideas & systemising it, they'll naturally start to feel like they want to move onto a new & better idea because *'it's just not working'*.

It most likely is working but just not for them anymore, in terms of floating their boat because it's turned more into an operational process or activity.

Similarly, for a Mechanic profile, they'll be so much more in flow & excited when they get to tinker with something that has already been created & launched, so they can then refine it & make it so much better.

But they may find the early stages of starting and creating a business more challenging, such as in coming up with the idea, getting brand attraction, building relationships & providing great service.



(3) Take Action, Action & Action!

You'll only ever see your DESIGN come alive, if you take action. It doesn't matter how much you talk about it or dream about it – consistent actions are an essential step.

It's all about implementing, evaluating the impact or results & then refining it. So start getting comfortable that things generally don't have to be perfect before you launch it out into the world.

In fact, by taking action you'll get the best learning, feedback & ideas to enhance things as you go along. Many of which you wouldn't have even been able to contemplate if you were still sitting in 'thinking mode'.

I know there was something that sparked for you to start and grow your business. Just make sure you don't end up just becoming busy but not productive or getting results.

At times you'll be pushing yourself well out of your comfort zones & doing new things, which will challenge some of your old 'Employee' mindsets & beliefs, it's all part & parcel of being on this journey. That's why it's often described as a rollercoaster ride!

Strike the balance: Value & Leverage:

Business is actually quite a simple concept when you really look at it.

The primary purpose is to offer something of real value to your market place or customer, such as a product or service. You then need to ensure that you're really leveraging all that value, so that you spread it out for other people to take up your product or service.

Many new business owners get the balance wrong though. They may spend months & months creating an amazing piece of value in their new all singing all dancing product, but then when it comes to launching it – they have nobody to share it with.

On the flipside, some others spend so much time growing a massive following of people who are their ideal customers by marketing, networking or spending all their time on various social media platforms. But then they don't have anything of real value to really offer them, because they haven't gotten around to dedicating the time to create or finish their actual product or service.

The magic really happens when you get both sides working together.

Create value & leverage it, which then helps create even more value for you to then leverage further & the cycle keep on going on & on & on!

To Do & Stop To Do Lists!

One last strategy which will help you become an effective business owner & 'Entrepreneur' is not just having a to-do list to keep yourself on track. But instead, actually having a 'Stop to do list'!

Remember we've already talked about how you don't have to do everything yourself. So be sure not to keep adding things onto your plate, but delegate them out and really evaluate each action that you're about to put onto your 'To Do list'. Consider if it's going to make a difference in helping you start or grow your business today!

It's not just about taking action is it? Instead it's about taking the RIGHT action & following the strategies that will work best for YOU & your business.

Be sure to continuously keep on focusing upon whether what you're doing each & everyday is taking you one step closer to making your business DESIGN become even more real.

It's all about truly becoming & acting like an 'Entrepreneur' – in every single way!

That's the beauty of being your own boss after all.

From 'Employee' to 'Entrepreneur'

How solid are the foundations in your business?

▶ The Next Steps



Chapter 4

Next Steps

You've now seen how all three elements of the Rapid Transformation Formula play a critical part to ensure the success of both yourself & your business.

Now it's time for you to focus on the right next steps for you.

Look back at the scores you gave yourself for the Design, Mindsets & Strategies Audit.

What are you going to do to either fine-tune or overhaul the different elements?

Overall what have been your biggest insights?

How can I improve my DESIGN?

What can I do to keep my MINDSETS working for me?

Which STRATEGIES will I do start, stop & continue to do?

Which profile are you?



I'm sure that you'll now understand why it's so important to ensure that the foundations of your business are rock solid.

Throughout each of the 3 elements, your talents, personality & zone of genius plays a massive part.

That's why whenever I'm working with any of my coaching clients, the first thing that we do is to see which of the Talent Dynamics profiles they're most aligned with.

I'd love to invite you to discover which of the 8 Talent Dynamics profiles you are. I really wish I had known my profile earlier on in my business journey, as it would have stopped me going down some routes or from making some of the decisions that I did.

It's super easy to get your hands on the online profile test & then the comprehensive report.

The Talent Dynamics profile test is £50 (GBP) and you can order it now by clicking here.

<http://bit.ly/TDProfile>

As a **special bonus** for you & to give you even more value, upon completing the test, I will also give you access to a bumper 1hr & 40 minute webinar recording that I recently hosted. Here I'll bring all of the 8 profiles to life – with a particular focus upon how you can put it all into action as a small business owner and 'Entrepreneur'.

I know for sure that when you discover your profile, it will help you make a Rapid Transformation in your business & grow your business upon even stronger foundations.

It's been a real sharing the Rapid Transformation Formula & how you can ensure that they're set to work for, during this e-Book & video series.

Please do reach out if I can help you further in anyway or with any particular questions that you have.

I look forward to sharing even more with you as your progress throughout your journey as an 'Entrepreneur'.

Until next time.

Osmaan

About Osmaan



Osmaan is passionate about enabling individuals to get more, better or different from their working life. For many of his clients, this means really going out there to either start or grow their own businesses.

To do this successfully, it means really embracing being a business owner or entrepreneur - rather than thinking, feeling & acting like an employee!

Through his individual coaching, group workshops & online courses, he works with individuals to create the Rapid Transformations that they're looking for.

He left the corporate world back in 2007, after previously built a successful career within Human Resources, Leadership Development & Customer Services - from both within the banking & retail industries.

Osmaan is passionate about continuously learning & development and is an Accredited Talent Dynamics Performance Consultant and an American Board of NLP (ABNLP) Certified Trainer and Master Practitioner of Neuro-Linguistic Programming; NLP Coaching, Creating Your Future™ Coaching Processes & Hypnosis, to name but a few.

It's not about theory and certificates though, as he uses all his business, training and coaching experience to help his clients make a Rapid Transformation in their lives!! What he loves the most is that even though he knows all of this 'stuff', everyday he still gets positively shocked and amazed at the immense power and results that can be achieved by using these simple yet effective mindsets, tools and techniques.

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