

# From 'Employee' to 'Entrepreneur'

How solid are the foundations in your business?

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## ▶ 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.

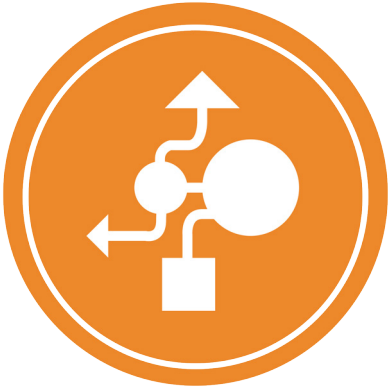
Also, the beliefs that you are carrying around with you each day, will be making more of an impact on you than you'll realise. It's just human nature & the way our minds work.

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

**W**e'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.

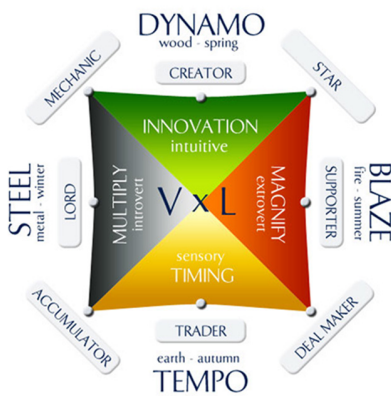
It's also so much harder to break a promise isn't it to yourself or a customer, compared to just a goal. (*Think about those pesky 'New Year's Resolutions' ... I rest my case!*).

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'

**K**nowing 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!

Watch out for the next chapter of this  
e-Book & video series  
coming to your e-mail inbox soon.



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