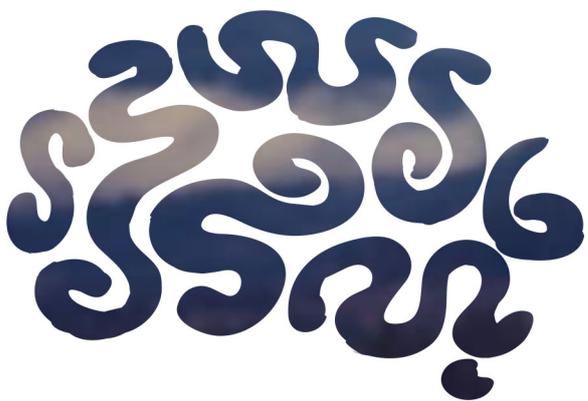


From 'Employee' to 'Entrepreneur'

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?

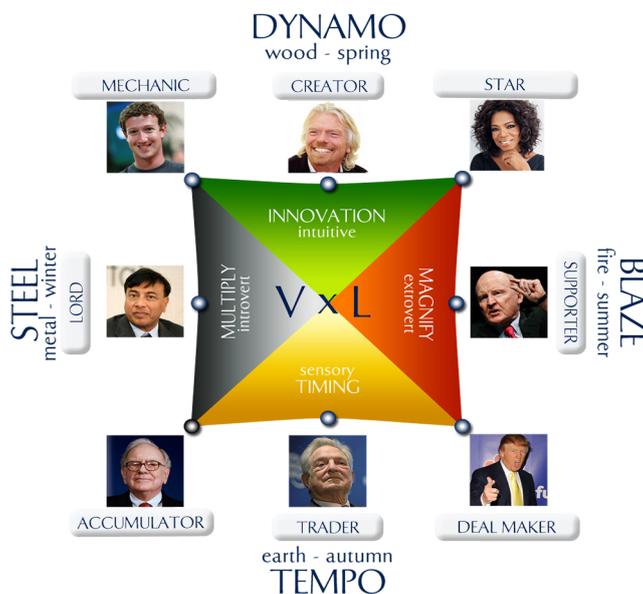
I know that it can come down to a number of reasons, such as not having the luxury of having lots of existing departments & colleagues to take care of everything or not having the budget to get help with everything.

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 word 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.

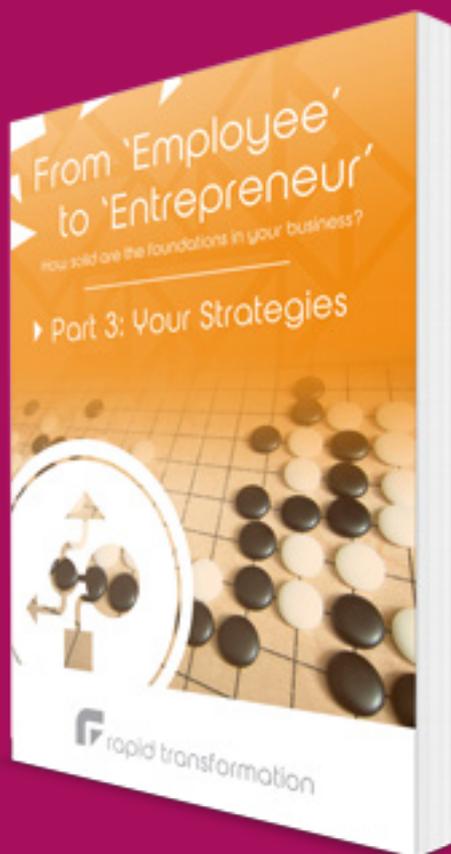
It just goes to show you how powerful our beliefs are & how they can have such a hold over us – if we let them!

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!

Watch out for the final chapters of this
e-Book & video series
winging its way to your
e-mail inbox soon.



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