

A stylized, light-colored illustration of a desk. On the desk, there is an open spiral-bound notebook with a pen resting on it. To the right of the notebook is a white mug filled with coffee. Further right is a small potted plant with green leaves in a brown pot. In the foreground, there are two sticky notes, one yellow and one light green. The background shows a simple desk and chair structure.

# CEO Mindset Reset Reflection Guide

When you nurture the relationship you have with your business—with grace, patience, and gratitude—you reignite the spark that started it all.

This guide is designed to help you pause, reflect, and rediscover what drew you to entrepreneurship in the first place. Through five thoughtful steps, you'll reconnect with your purpose, honor the season you're in, and set meaningful intentions for what comes next.

# Reconnect to Your Why

Every business begins with a spark—a moment when possibility felt more powerful than fear. That spark is still there, even when the day-to-day demands make it hard to see.

Take a moment to travel back to the beginning. What were you hoping to create? What change did you want to see in the world? What impact did you dream of having on the lives of others?

Now, think about this past year. When did you feel that original purpose come alive again? Maybe it was in a client's testimonial, a quiet milestone, or a challenge you overcame. These moments are breadcrumbs leading you back to your heart.



## Reflection Prompt

**Why did I start this business in the first place?**

What did I hope to create, change, or contribute?

## Recognition Prompt

**What moments have reminded me of that purpose this year?**

Think of client stories, milestones, or quiet wins that made you proud.

# Acknowledge the Season You're In

Just as nature moves through seasons, so does your business. There are seasons of explosive growth, seasons of careful rebuilding, seasons of steady maintenance, and seasons of curious exploration.

Each season brings its own gifts and challenges. Growth can be exhilarating but exhausting. Rebuilding requires courage and patience. Maintenance builds stability and strength. Exploration opens new possibilities.

The key is recognizing where you are right now—without judgment, without rushing to the next phase. When you honor the season you're in, you can give yourself exactly what you need to thrive within it.

## **Growth**

Expanding, scaling, adding team members, reaching new markets

## **Rebuilding**

Recovering, restructuring, learning from setbacks, finding solid ground

## **Maintenance**

Stabilizing, optimizing, refining systems, sustaining what works

## **Exploration**

Experimenting, pivoting, discovering new directions, asking "what if?"

Remember, every season has its purpose. There's no wrong place to be.

# What You Need Most



Once you've identified your season, the next question becomes: *What do I need most from myself right now?*

This isn't about what your business needs from you—it's about what you need in order to show up fully. The answer might surprise you. Sometimes we think we need to push harder, when what we really need is permission to rest.



## Rest

Time to recharge, reflect, and restore your energy



## Focus

Clarity on priorities and commitment to what matters most




## Creativity

Space to explore, innovate, and think beyond the routine



## Structure

Systems, boundaries, and organization to create stability

 **Reflection Prompts:** What season of business am I in right now? What do I need most from myself in this season?

# Redefine Success (for Right Now)

The definition of success you started with may not be the one that serves you today. And that's not just okay—it's essential growth.

Success isn't a fixed destination. It's a moving target that shifts as you evolve, as your business matures, and as your life circumstances change. What felt like "making it" three years ago might feel hollow now. What seemed impossible back then might be your new normal.

This is your invitation to rewrite the rules. To release the metrics that no longer inspire you. To let go of goals you inherited from others or from an earlier version of yourself. Success can be spacious. It can be sustainable. It can be deeply, quietly satisfying without always being "more."

## **Current Definition**

### **What does success mean to me in this moment?**

Think about what would make you feel genuinely fulfilled and proud in the season ahead. Be specific and honest.

## **Releasing the Old**

### **What can I let go of that no longer defines success for me?**

Consider outdated goals, comparisons, or expectations that drain your energy rather than fuel it.

Success isn't always "more." Sometimes it's "enough."

# Gratitude in Motion

Gratitude isn't just a feeling—it's a practice that transforms perspective. When you actively look for what's working, what's beautiful, and what's worth celebrating, you train your mind to see possibility instead of only problems.

This isn't about toxic positivity or ignoring real challenges. It's about balance. It's about acknowledging that even in difficult seasons, there are gifts worth naming.



## Gratitude #1

Name one thing you're grateful for in your business this year



## Gratitude #2

Identify a second source of appreciation or pride



## Gratitude #3

Recognize a third blessing, large or small

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Now, complete this statement with compassion and honesty:

**"I'm proud of the progress I've made because..."**

Let yourself feel the weight of that truth. You've come further than you think.

# Reset Your Intention

Intentions are different from goals. Goals are about reaching a destination. Intentions are about how you want to move through the journey—the energy you want to bring, the person you want to become, the values you want to honor along the way.

As you look toward the season ahead, what intention wants to guide you? What reminder do you need to carry with you? This isn't about perfection or pressure. It's about choosing a north star that brings you back to yourself when you feel lost.

Your intention might be about presence, courage, boundaries, creativity, patience, or joy. It might be a full sentence or just a single word. What matters is that it resonates deeply and authentically with who you're becoming.

*"In this next chapter, I will honor my boundaries and trust the timing of my growth."*

*"In this next chapter, I will lead with curiosity instead of fear."*

## **Your Turn**

Write your own affirmation or reminder for the season ahead: "In this next chapter, I will..."

# Moving Forward with Grace



You've taken time to pause, reflect, and reconnect with what matters most. That's no small thing. In a world that constantly demands more, faster, bigger—you've chosen depth over speed.

As you move forward, remember that falling back in love with your business isn't a one-time event. It's an ongoing practice of coming back to yourself, to your purpose, and to the truth of what you're building.

There will be days when the spark feels dim again. That's normal. That's human. When those days come, you can return to these reflections. You can ask these questions again. You can give yourself permission to evolve your answers.

01

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## Reconnect to your why regularly

Make space for remembering what called you here

02

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## Honor where you are

Each season has wisdom to offer

03

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## Redefine success as you grow

Let your metrics evolve with you

04

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## Practice gratitude daily

Train your mind to see what's working

05

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## Lead with intention

Choose how you want to show up

# You've Got This

Building a business you love isn't about getting it perfect. It's about showing up with your whole heart, learning as you go, and giving yourself the same grace you'd offer a dear friend.

You're exactly where you need to be. And you're more capable than you know.

*Clarity. Strategy. Growth—Together.*

*With gratitude and belief in your vision,  
Edith Duran & The Riza Marketing Team*

## **Riza Marketing**

Part of the Riza CEO Reset Series

For more resources, guidance, and support on your journey, visit us at [rizamarketing.com](https://rizamarketing.com)

