



GROUND YOURSELF, GROUND YOUR BUSINESS

Years ago, I witnessed a self-propelled, push mower tied to a tree with approximately a 30-foot rope. The owner engaged the mower and walked away. All passerby's saw a moving mower with no human attached. The mower's only option was to circle the tree with the limited rope attached. With every lap around the tree, the rope shortened, forcing the mower to mow the uncut grass of the inner circle. Eventually it stopped against the tree. The owner had a nice mowed circle in the center of the front yard.

I laughed so hard I turned around to see it again. To this day, I am not sure if the owner had a dislike for mowing, was an entertainer or a genius. I am certain the mower had no clear destination and limited potential with the constraints put upon it.

- What drove you to start your business?
- Why you do what you do?
- How does your business matter?

Do you remember?

As a business owner you can lose your way during both the highs and the lows of business. The emotions of growth and survival blind you to the reality of the current, and drive behaviors that do not align with your business objectives. Self-induced constraints. As a result, your purpose and destination become unclear. Lack of clarity drives unhealthy behaviors that do not align to you and your business. You find yourself are going in a circle. You are the 'lawn mower,' but, in this instance, those passing by are not laughing.

You are so busy 'doing' (to grow or survive), you lose focus, get out of alignment or get lost. Thoughts tug at your focus and your self-confidence. *How did I get here? This is not what I envisioned. I don't know what direction to go.* You work harder and push through the uncertainty because hard work solves everything, right? Or, at least it makes us feel like we are 'doing' something. Worse yet, in your growth or survival mode, you hire more employees to work in a culture with an unclear purpose, towards an unknown destination, circling who you are and why you started your business, and expediting and multiplying the lack of clarity.

Your resolution lies within. **Ground Yourself, Ground Your Business.**



Ground Yourself – Part 1:

Get very clear on your values. Discovering who you are at the core? Identifying your values feels right, creates direction. Defining your values aligns you to your core. Clarifying how your values look and sound, in action, aligns your behaviors.

Values tell you when to say yes and when to say no. Values tell you why you said yes and why you said no. Your values align you and you align your business.

Ground Yourself – Part 2:

Define your purpose. Your personal purpose. WHY do you do what you do? Why does it matter? Your purpose feeds your vision and mission. Your vision and mission direct your activity. Your activity grounds your business.

Truly understanding the core of you, grounds you. Only now, can you ground your business.

Ground Your Business – Part 1:

Ground every employee in you! Clearly communicate the values, vision, mission and purpose of your business.

Values drive behaviors, behaviors create a culture. Cultures attract and repel specific kinds of employees, vendors, and customers. Clarity attracts who and what your business needs.

Ground Your Business – Part 2:

Communicate - Communicate - Communicate.

From 50,000 feet (executive leaders) to 5 feet (production), every employee must understand the values, vision, mission, and purpose of the business. Every employee must understand their role in the direction and success of the company. Every employee must feel their contribution matters.

The ultimate alignment starts with you, the business owner.

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CHOICES

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