



Taking the **Lead** Energy In, Revenue Out— Breathing Life Into Your Business

Donna Rawady

There are myriad factors impacting the success of a small business, whether new or well-established. The success that small-business owners' or any business leaders' experience is in large part due to energy—the energy behind their passion, the energy to sustain consistent efforts towards a longer-term goal and the energy to maintain a genuine service attitude with their prospects and customers.

Let's take a look at how these three key sources of energy, which are all well within your circle of influence, can help you breathe life into your new or existing business.

Ignite Your Passion

If you've ever experienced the passion behind a start-up business or new venture, you know that it was palpable. In fact, if you were to think back on any time when you were fully engaged and accomplished great things, your passion was certainly at its core. Passion drives your vision, your confidence, and your actions. And the presence of passion will continue to drive you and your business successfully.

Many things in life can affect your level of passion negatively, including personal loss, health, family circumstances, uncontrolled business slumps, or simply the lack of stimulating change—to name a few. When you find yourself lacking passion, you may find you're less effective and the day-to-day charge of running your business and/or leading others can become a chore. What can you do about it? Here are a few quick tools that may help you find or reclaim your passion:

- **Be honest** with yourself about your

waning passion.

- **Explore** your options to the fullest. Write about them. Write about your worst fears, your dreams. Write about how an imagined change in your work will impact different facets of your life and the lives of those you love. As you explore, if obstacles present themselves, ask: What if this obstacle weren't here? Then what would I want to do, and how might I go about it? Seeing your options explored beyond your perceived challenges will provide more information to help you better drive your decision-making.
- **Share** your state of mind and ideas with people you trust and get a few other perspectives.

Through a fearless and risk-free exploration of your options, you'll either renew a sense of passion for what you're currently doing, or you'll clarify the need to make a change. Your passion—or lack of it—can serve as a strong barometer to help you drive your most significant life choices, including a successful business.

Focus On Short-Term Activity Versus Long-Term Outcomes

In order to start a new business or grow an existing one, there's no denying it's crucial to have clarity around your long-term revenue goals—your ideal, break-even, and unacceptable levels of business performance. That being said, consider this approach:

Instead of focusing on outcomes, focus on consistent activity as it relates to the outcome. For example, you may find that you're focusing on or stressing about the revenue you're going to generate or lose based on whether you land a pending proposal. A more productive question may be about what specific—however small—action you can take today that will move

you forward, towards your more comprehensive marketing goals. It's the old *plant enough seeds and some will blossom* analogy. Sometimes you may find the return may not come directly from where you placed your energy, but you can count on a return nonetheless. The bottom line is, business growth is most robust when you're putting energy out daily and consistently.

Focus on consistent activity as it relates to the outcome.

Service Attitude

Whether you are conversing with a colleague, working as part of a team, taking the time to send an article of interest to a client, offering your expertise and time to a prospect, or mentoring another, a genuine gift of your service will not only serve others but you and your business as well. You have something of value to offer your prospects, should they have a need, and you have something of value to offer your clients and customers. You have your expertise, time and passion to offer to your organization and those you lead. People gravitate towards a genuine, high level of service. Maintain a genuine service approach and your prospects and customers will gravitate towards you.

These three strategies provide you the opportunity to breathe energy into your business and experience the outcome of increased satisfaction and revenue.

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Donna Rawady is an executive coach and the founder of Goal Oriented Training & Consulting. She can be reached at 585-271-6486, or www.donnarawady.com.