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JANET DREW

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Being An
Entrepreneur



It's a Sunday morning and I've decided not to buy the Sunday papers. It's a decision I made where I don't want more bad news about how Ireland Inc is mangled. Today, I'm making a conscious decision to focus on another aspect of my life which I've neglected for a while - my attitude. Sounds fluffy? Well it's not. It's called life and people often think that business fits into our lives and not the other way around.

Owner managers are all in the same boat and I'm not preaching how we all have to pull together to get Ireland on track. This kind of spin is best suited to those in political office. Do these people really care about my business? Forget Ireland Inc right now. This is personal - I just want to survive.

Many of us continue to do the same things over and over again because we're unaware of why we do things in the first

place. We all know that business life is going to be challenging for a while. However, until we get a confidence recovery, there won't be a recovery in confidence and until that happens there won't be an economic recovery. So the sooner you start recovering your confidence the sooner your economic recovery will happen.

A change of attitude doesn't cost a penny. Someone once said if we all threw our problems in a pile and saw everyone else's, we'd grab ours back. You think your world is bad? Try living in Haiti or Pakistan right now. In addressing the future, the only thing you really can control is your performance and attitude. It's nearly, 2011 - do you want to be in the same spot in a year's time? If not, then something has got to change and here are some points that will significantly help.

- Forget the past: What you would have done and could have done in the past is irrelevant. You are here now - deal with

it. Quit the blaming of others and yourself for being where you are.

- Don't judge yourself too hard: Recognise that we all make mistakes, but it's what you learn from those mistakes that makes you better and more resilient. If there are areas that you need help with for your business or yourself, go get it.
- Ask Questions: Start asking questions you didn't think you'd ever have to ask. Why is my drive gone? When am I going to start taking it back? When am I going to stop feeling sorry for myself? What is the one thing I could do to improve my business? Write down some questions and your answers as it gives clarity and ownership to each area.
- Plan & Organise: Write down today about what you are going to do in the coming week. With life, you can't just stand by, watch and hope things turn out the way you want. Eliminate the waste and focus on the areas for growth. SMART goals (Specific, Measureable, Accurate, Realistic, Timely) techniques that you use for your business can equally be applied to your personal life.
- Communicate, manage and develop your staff. Let your staff see that you are around, involved and energetic. Identify and develop key staff with skills that are required for survival and growth.
- Talk to Customers, suppliers, business partners. Get out and start asking how is their world, what are they doing different, how can you help them in their plans? Often, were so caught up in the day-to-day of managing that we forget to listen to those who pay us.
- Make time for family and friends. Take time to spend time with both, and not just token time. They also have issues in their world which may seem insignificant to yours, so give them the time they need no matter what age they are or relationship you have with them.
- Lose The Chins: Take a look at your physical appearance and see what you would like to change? It doesn't cost the earth to make a plan for getting in shape. Minding your physical health is one of the key drivers of preventing stress.
- Decide: If you are reading this, what are you going to do with the information? Bin it, use some of it, use all of it. Either way, make a decision that will help create a more positive attitude for you.
- Persist & Resist: The brain is a muscle and needs regular exercise to be healthy. Changing your attitude can be a goal where you start to identify what it is you want. Most people fail at certain tasks not because of lack of talent but because they quit. Persist with your plans for changing your attitude and resist the option of feeling sorry for yourself.
- Career and Life Planning is based in Limerick, See www.calp.ie or call Joe Delaney on (087) 274 5093.

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