

Hello there and welcome. We are actually in my dining room, you can see my wonderful... My husband and I did some decorating this weekend. We did have or we do have a bit of a family emergency going on and it's all good though, but we got a little behind on our decorating and getting ready for the holiday. So God bless my parents for stepping in and coming down and helping me out, helping us out to kind of get ourselves situated because we are dealing with this situation, but it will all be good. We'll all be good. But I wanted to pop in here and jump on and talk to you all about this week about something that I see a lot of entrepreneurs doing right now. I see it happening we talked last week about the four different types of entrepreneurs and which one are you? Are you the avoider? Are you the people pleaser? Are you the control master or are you the visionary?

So this week I wanted to talk to you about the three types. The avoider, the control master and the people pleaser and how these things that happen if you're one of those types of entrepreneurs, how what we're going to talk about can actually prevent you from growing. What we're going to talk about and what you can do instead. And three questions... I want to give you three questions that you really need to start asking yourself since we are closing out 2020, and we are going to be starting a brand new, fresh year. There has been a lot that's happened this year, and this is something... This is a behavior that I see entrepreneurs do, those three different types of entrepreneurs do pretty regularly, pandemic or not, crazy 2020 year or not.

But I see entrepreneurs want to do this, and it's something that you want to prevent doing and ask yourself these three questions instead, because that will actually help you to grow. So I know I'm just going to get into it because I'm spending a lot of time on my intro here, but I encourage you, as I said, to really give these three questions a lot of thought over the next two weeks or so, and then also ask yourself these additional three bonus questions to get yourself set for 2021. So the thing that I see these three different types, and even the visionary does it too. Because you know what? None of us are immune to these things. Okay? None of us are immune to limiting beliefs and bad thoughts and wanting to avoid things. But I wanted to just talk about this behavior that I see a lot of entrepreneurs do. And that is the avoidance.

That is the not wanting to dig into your processes, not wanting to fix processes and wanting to just focus on the fancy, pretty, funny, great stuff. Okay. The, as somebody always said to me like the sexy stuff, but I've talked to entrepreneurs, I have clients that I've had this, that we've talked about these things and about fixing the things that aren't working and looking at your process and fine tuning your process so that you can make things better, right? And so many people, so many entrepreneurs, especially the avoider and the people pleaser actually and all of them I think the control master, they don't want to stop to fix the process. And here's the deal, at least when you work with me, but when you have a process, I have a process. I have a process when I work with people, when you work the process, the process will in turn work for you. And a lot of people don't want to spend the time to take a look at their processes, especially right now, and now is a great time, which is why I wanted to jump on here.

I had a conversation with someone last week and they have some broken processes in their business, but because they've had such a frustrating year because they've had a lot of things and even right now, there's a lot of things that are frustrating things that are part of this process that are broken. And they just have felt very frustrated. And their response to me was they wanted to work on and start putting together a marketing strategy and just not really wanting to focus on these processes. Starting to focus on the pretty things, the exciting things, and not really, or what they think is exciting and not really focus on the processes and the things that really need to be fixed so that it can support your growth or future growth. And I see this a lot. I've actually talked to several people and they just want to... They just have said to me, "I just want to get through this year and then I want to just start fresh and not worry about this other stuff and just continue moving forward."

And the thing is, is that that's fine. That's great because we're going to talk about the planning piece and I'm even getting into planning right now for 2021, myself and my business. But here's the thing. You can't do the planning, you can't build the fun stuff. You can't have this sustainable growth if you don't have the processes in place, if you don't have these chains in your business, supply chains or employee communication, communication with your employees, the culture set. If you don't have that stuff set, it's not going to support the growth that you really want in your business. And this year right now, more than ever, I've heard people say this, I've had conversations with people where they're just like, "I don't care if it's broken, I want to focus on something good because I want to feel good."

And that's great, but that's feeding a piece of our ego and a piece of our limiting beliefs that are actually continuing to hold us back and keep us stuck. So instead of feeding that part, what I want you to do instead is give yourself some time and some space to reflect back on this past year. There's been a lot of stuff that's been really tricky to navigate. People have had to positive pivot and shift gears, I know I have in certain situations, I've kind of had to like shift things that I was focusing on or shift things that we were going to be launching and kind of shift gears a little bit. So, which is how my business resilience blueprint was born, which is all about how to figure out how to build resilience into your business and the pieces that you need.

But besides that, so I've seen people, like I said, and I've had the conversations where people just want to almost like stick their head in the sand and say, "We don't want to focus on this. And we just want to feel good, focus on the stuff that makes us feel good, put something in place so we can feel like we're moving forward." Instead of focusing time and effort and energy into stuff that potentially they have been avoiding, maybe you've been avoiding, which is looking at our processes and saying, "Okay, what can we do better? What can we make better?" And asking yourself these really three key questions right now, taking time to reflect on it and then answer it and then use it to start building the growth that you want to see in 2021.

So the first question is what worked? What worked really well? I've seen this a lot there's been so much frustration, so many things this year that have happened. And I've seen people where they spend more time focusing on what didn't work and haven't really paid attention to the things that have worked. So the first question you want to ask yourself is what worked really well? What worked really well? Instead of avoiding like really digging in here, ask yourself that first question. What worked really well this year? What works really well in your business and what worked really well this year?

Second question is what didn't work really well? What didn't work really well in our business? What may be again, going back to processes, systems, people, culture, communication, whatever that is, what didn't work? Then the third thing is, is what do we do really well in our business? So that we can work... Sorry my two puppies are growling at each other. Hey. So sorry. This is life, right? So anyway, they're puppies, they're twins, they're siblings, they argue. But so what do you do really well in your business? What is it that you do really well? What is it that makes you different? I have a lot of people that I work with that, excuse my nails, that focus a lot on, well, this other person is doing this and they seem to be successful. So that's what we want to do. Hey.

So what are we... Sorry. So what do we do really, really well so that we can do more of it? So if you ask yourself those three questions and after you ask yourself those three questions, the next thing that you want to ask yourself so that you can start looking at, okay, we need to figure out from 2020, what we need to do more of, and then the things that didn't work so well that maybe we don't do so well, what do we need to improve? And then also maybe what do we need to let go of and just not focus on anymore? Because then the next three questions that you're going to ask yourself are number one, what does a done business look like in 2021? What does that successful business look like? The second

question is what did you do differently to get that space? What did you do differently to achieve that success?

And then the third thing is, is what do you need to do now? And that what do you need to do now to start getting to that? You're going to find the answers to what do you need to do now to start investing in your business to get to that done business, to get to that super successful business. The answers in that third question, you will find in the three questions you asked yourself. What worked? What didn't work? What do we do really, really well? So you'll find the answers to what do we need to do now to get to that successful business, if you answer those first three questions fully, give yourself some time to reflect and fully answer that. So don't avoid what's broken, don't avoid what didn't work, don't avoid what has been frustrating. Don't avoid what you haven't put into place yet.

Lean in, lean in because you're going to find the answers that you need to get to the results that you want down the road. So thank you for joining me today. Since my puppies are growling at each other, I'm going to jump off. Thank you for joining me in my dining room and hopefully I will see you later on this week. And if not, I will see you back here next week for another episode full of great information to help you to close out 2020 and realize all the amazing things that did come out at 2020, but also to get you started on a great foot, to get you started in the right direction for 2021. All right. Have a great rest of your day and I will see you soon.