

How do I know that I'm functioning in my strengths? How do I know what my strengths are? I got this question last week and I had a conversation with one of my colleagues. And it's a very, very interesting question. And working with entrepreneurs over the years and seeing different types of entrepreneurs, people that I worked for, people that I worked with, this is definitely something that I don't think a lot of people spend enough time on, which is, am I really functioning in my strengths? And there are ways to find out what your strengths are and what you should be doing, but let's just talk for a minute. What does it feel like when you're not, when you think to yourself, I'm not really sure this is something that I want to do or that I should be doing.

So when I was having this conversation with this person, and I've known him for quite some time. He said, "I just don't know if I am doing the right thing. I mean, I am a partner in this business and I am not really sure that I'm working in my strengths, but I'm not really sure what my strengths are either." Which you're like, okay, well, there's some things that you can do. But again, this is something, and I've seen it with business partners and I've seen it with spouses that have businesses together, where people are just simply doing the wrong job. And when you have somebody who's very detailed, who is trying to do creative work and you have someone who's very creative trying to do detailed work and they're flip-flop and they don't even realize it, but all they know is they don't feel comfortable. And I don't mean like, get out of your comfort zone to feel uncomfortable. I mean, they don't feel good about what they're doing.

So when that happens, obviously, I mean, if you're a business owner or you're a manager, this happens a lot of times in management, you end up not performing well. Resenting creeps in. I've seen it with managers or salespeople who get promoted to managers, and they were great salespeople, and then when they step into management, they have no idea how to manage people and they end up failing miserably because it's not something that they really love. There is a lot of truth about if we don't love something that we're doing, we're not going to do it well. I mean, yes, can I work in spreadsheets and look at spreadsheets and do stuff with spreadsheets? Absolutely. Do I love it? No. Do I like to really dig into someone's business and forensically study the business to figure out what's really happening? Absolutely. It's one of my favorite things.

So when we're not functioning in our strengths, there are certain things that start to happen. Number one, like I said, that discomfort starts in. I know one of the way that it manifests itself physically is anxiety. People develop very heightened levels of anxiety because they're trying to force their brain and force themselves to do something that really doesn't align with who they are and what their gifts are. And I know some people are like, oh well, that's a bunch of woo-woo. No, it's not. And when you can really align people with their gifts and what a business needs, that's how you can have super synergy.

And I talked to business owners about this when they're looking for their team and their like looking for, okay, who do you need on the team? What does the team look like? Not just hard skills, but also who are they as an individual? Okay. What type of person are you looking for? Are you looking for somebody who's super outgoing or are you looking for somebody who is much more in the background doing the research? Do you need somebody who is super detail oriented or do you need somebody who is super creative? What type of person are you looking for?

As well as asking yourself that question, because when you are doing certain things in your business, because you think you need to do them because you're the business owner and they end up not getting done either the way that you want them done, or they just don't get done, period, then you just start going down the road of I'm overwhelmed, I'm tired, I'm burned out. It's not that you aren't achieving things that you want to achieve, but you're not in alignment. So the things that you want to do are not what you're actually doing, as well as your gifts that you have, that you've been given, you're not using them. And when we don't use those gifts, when we hide from them, it doesn't feel authentic.

So how do you find what those gifts are? Okay? When you bring new team members in, and this is something I learned long, long, long, long, long ago, one of my first jobs I ever had exposure to this, one way to find out people's personalities and what their strengths are and different positions that they would be good at or how to manage them or how they interact with people is a personality profile test. And the ones that I'm familiar with is number one, one is DISC. And that was the one that I took years and years and years, and years, and years ago. Another one that I've used recently, and there's actually a book that goes with it is the StrengthsFinder. And the StrengthsFinder, the book that goes with it is great. And then when you buy the book, you can actually take the assessment and it'll tell you what your strengths are. Are you a relater, do you have responsible? I forgot all of them. There's so many.

And then the third one that I'm super familiar with is Myers-Briggs. Again, same thing where Myers-Briggs goes through and evaluates whether you are a thinker or a feeler, you are somebody who is goal oriented or task oriented? Are you somebody who is super visionary, but doesn't get things done? It asks you a series of questions and goes through and then tells you which type you are, but figuring out what your strengths are, even people that you want to bring on board, and you want to hire, figuring out what their strengths are, how they work with others, how they view themselves, and it just kind of goes into this huge thing. It's so key to understanding, do we have the right people in the right areas, in the key areas?

Same thing with yourself, are you in the right role? Could you be doing something different that might make you feel better, feel more alive, feel more engaged? When we are doing things that don't feel great, like if you're working someplace and you're working in an environment that is just very negative and very toxic, it doesn't make you feel great. Right? So it's the same kind of thing that when you are not working in a role or not using those gifts that you have, that's when we start to feel out of alignment, we start to feel that maybe I'm not right role, or we start to feel that maybe this isn't what I want to be doing. And instead of figuring it out and saying, okay, what really makes me feel alive? What really makes me feel good? What are the things I love to do? And what are the things I don't love to do?

Again, I don't think anybody loves to jump out of their comfort zone. I mean, if you do, great, more power to you, but not that kind of uncomfortable, the uncomfortable of this really isn't in alignment with what I really like. Like, I could never be an accountant, ever, because I don't have the patience for it. Again, do I like to dig into people's businesses and help them uncover hidden things and really figure out like, okay, how are we going to fix these gaps and fix these problems? Absolutely. But could I sit at a desk all day and reconcile people's financials? I mean, I can do it, but not necessarily.

And again, as entrepreneurs, because we do wear so many hats, we tend to work ourselves into roles in our business that don't really fit the strengths that we have as individuals. And when we can figure this out, okay, and it does take a lot of strength to say, hey, I might not be in the right role. I had a client last week that I was talking to. And for a while, the two business partners had their roles flipped and they were constantly bickering with each other, couldn't figure out why, but when we analyzed it, they were flip-flopped. So when we flip-flopped their roles, just for a short period of time to see if that worked, voila. It was a totally different thing.

So when we can take the time and seriously ask ourselves... I mean, I said this before, so many people are walking around with their eyes closed and their lights off. They're just walking around existing in this world thinking, okay, this is what I need to do. I mean, we're taught from a very young age, you need to go to school and have a career and pick something to major in, and that's what your major is going to be. And that's what you're going to stick with. And you're going to be there and then you're going to retire, and so on and so forth. I did not follow that track. And that's okay.

If that's you, great, but most entrepreneurs, that's not them. Okay? Because we open our business, we start a business and we just fill all sorts of roles. But then we quickly can realize if we pay attention that

maybe I'm not doing something that is really something that I love. And maybe I need to either find someone to do these tasks, or I need to figure out, okay, is it something that I'm just not really good at, it's not one of my strengths, or is it something that I can improve on, work on, get better at, but maybe find somebody to fill this other role over here?

So for the person that I was talking to, my colleague, we decided that he was going to take a couple of those assessments to find out, okay, what really are his strengths? And then look at his job role, and say, okay, are you functioning in these strengths? Because the more we're functioning in our strengths and we're hiring people to compliment our strengths and do the things that we're not so good at, that's how we can build an empowered team. That's also how we can create a culture of creativity and strength and very, very high levels of engagement because everybody's working in their strengths, everybody's working in the things that they really like to do and that they're really good at. And everybody compliments each other because we're all doing the things that we are super gifted at.

So, if you've been feeling like... And again, it manifests itself a lot of times as anxiety. I know that is what's happened to me over the years as my business has morphed and changed. Anytime I would get a high level of anxiety and stress and couldn't sleep at night, I knew it was because I was doing something that I don't really love to do and isn't really my strength. So, if you start feeling like... Again, anxiety, it manifests itself out as you get really irritable, frustrated. If you're looking at your list and you keep putting things off that you don't want to do and evaluating and saying, okay, am I just resisting this because I'm chicken? Or am I resisting this because this really doesn't align with me?

And just asking yourself those questions so that yeah, maybe you can invest in your business and get one of those, the StrengthsFinder, the Myers-Briggs, the DISC profile. There are so many different ones out there. Those are the three that I am familiar with, that I've used and that I really like. Again, there's so many others. There's the Predictive Index, I think is another one. If you're asking yourself, am I functioning in my strengths? It's maybe time to evaluate and say, do I need to hire different people? Do I need to be doing something different? Do I need to shift some stuff around? When we can align the things that make us come alive, the things that we're passionate about, the things that we're really, really good at and let go of the things that maybe aren't necessarily in our wheelhouse, that's how we're able to accomplish more, we're able to feel better, but we're also able to create a culture that is happier, that is more engaged, that is healthier, and that is more creative.

I hope this episode helped you. If you haven't signed up yet for the Profitable CEO, where we are going to be talking about some of this in the three-part series, I highly, highly, highly recommend that you do. If you go to the link in the show notes, you can register to save your spot. There are going to be replays if you can't make it live, but this is going to be an amazing three-day experience. And we're going to talk about how to make your business more profitable and also give you more freedom in the day to do the things that you love. But also, we're going to talk about functioning in your strengths and how to build an engaged team, an empowered team that really keeps your business running smoothly and allows you to not have to worry about all the day-to-day detailed tasks. So I hope you can join me there, but if not, until next time, have a great rest of your week. And I will see you soon.