

Minding your Business: Developing a Mindset for Success

Starting, operating, and even building a successful business or company has very little to do with the revenue producing activities, it has more to do with continually nurturing your mindset. As much of a cliché some may feel this is, there is value in adopting the process of mindset rehab. There are 10 Keys (and a bonus) that I believe are important as you make the decision to start your business and eventually morph into a successful business owner.

1. **Clearly** define what you want to do.
2. Protect & manage your time
3. Be outcome oriented
4. Deal with actual facts (don't just function out of passion alone)
5. Live to provide value
6. Perform a mind makeover (read, read, and read some more-research your industry and become the expert in your space)
7. Focus- pristine, uninterrupted (know what you need to focus on)
8. Success by association- **WBDC** programs (build relationships with other like-minded individuals who have been where you've been or who are where you want to go)
9. Understand yourself- (going into business requires a different kind of relationship with yourself. Even if you are in business part-time, adopt the mindset that there are no other options. Get your mind on board with the decisions you make and then commit to acting accordingly.)
10. Take Personal Responsibility- [W&L]- There are no wins and losses, there are only wins and learns. Avoid, early on, playing the blame game for what happens within your business. Be comfortable with the decisions you make and will make and then view the great ones as what they are and the not so great ones as an entrepreneurial lesson.

Bonus: Learn how to develop a passion for running a business- (Women tend to run towards a business idea because they have an undeniable passion, but lack the same passion for the actual running of a business. According to an article in Fast Company Magazine, women start businesses at nearly twice the rate of men, but far fewer of them actually scale and because of this, it is likely that these businesses aren't being set up to grow. [This goes back to #1]).