Self-awareness is key

One of the most essential traits that successful people have in common is the dedication to knowledge. Before you even begin to create or update a plan for your career or business, it’s vital that you assess your current state.

- The first step is to get a clear picture of your own personality style and unique quirks.
- It is extremely difficult to get to your destination if you don’t know where you are.

Wheel of life exercise

1. Take a look at the different life areas on the worksheet. Modify categories as desired.
2. Mark your current level of satisfaction within each segment by placing a dot on the line of each life area, the closer to the center being less satisfied, and the closer to the outer circle more satisfied.
3. Connect the dots and “draw your wheel.” Notice the shape. Can that wheel roll in its current condition?

If yes, “Wonderful!” If not, pick 1-2 life areas that you want to focus on most in your life. Choose an action step to improve that area and write it down in the spoke of that life area.

Personal assessment and bio

First impressions count, even online. That’s why your professional bio is one of the most crucial marketing materials you’ll ever write.

Your professional bio is the first thing people will read to understand who you are and what you do.

What you highlight in it will affect how readers perceive you.
Personal assessment exercise

- A major accomplishment (or two).
- Your talents and abilities.
- Three things you do best.
- Challenges and obstacles you have overcome.
- Three things you want to be remembered for.
- How would you like others to describe you.
- Three things you want to accomplish in your life.

Sample bio

Introduction:
Suzie Jones is a licensed myomassologist and graduate of Irene's Myomassology Institute.

Past Experience:
Before starting her career in massage therapy Suzie spent six years as an office manager for a small manufacturing company.

Why:
After witnessing the benefit of massage therapy for employees who had been injured on the job Suzie chose to become a therapist.

Something Personal:
In her spare time Suzie enjoys gardening and reading.

Contact:
To schedule a massage with Suzie contact her at suziejonesmyomassologist@email.com.

Career assessment exercise

Describe the current state of your career or business experience. Include the length of time in your field, average yearly income, and number of clients.

- What are three attributes of your current career that you are most proud?
- What is working well?
- What isn’t working well?
- What changes would you like to see in your new career?
- What would you like people to say about your massage practice?

Career assessment exercise (cont.)

- What previous work experience have you most enjoyed?
- What previous work experience have you least enjoyed?
- Do you feel comfortable reporting to others?
- Do you like to manage your own time or prefer someone else setting priorities and schedules?
- What kinds of people (clients and coworkers) do you prefer to work with?

Career assessment exercise (cont.)

- Do you enjoy or genuinely dislike paperwork?
- Do you like performing a variety of business tasks each day and week?
- How many hours do you work or want to work each week?
- Do you think you’ll prefer to spend the majority of time working with clients?
- Do you have marketing experience? Do you enjoy it?
- Do you want to offer other services besides your primary training? What other modalities/knowledge do you want to learn?
- Are you a disciplined, self-starter with an interest in running a business?
- Do you enjoy teaching and/or doing research?
- Do you have a mentor already who might be able to give you career guidance?

Values clarification

A satisfying and balanced life occurs when your values are in synchrony with the way you live your life and run your business.

VALUES are beliefs about what is intrinsically worthwhile or desirable, rather than what is right and correct.

VALUES are the major conscious and unconscious influences on the decisions you make throughout your life.
Values clarification questions

**About Work Life**
- My attitudes and beliefs about wellness are . . .
- My attitudes and beliefs about my profession are . . .

**About Professionalism**
- How do my values enhance my professionalism and affect my work with clients?
- What are the most meaningful attributes of an effective practitioner in my field?
- Which of my personal values might conflict with professional rules of conduct?
- Which of my personal values might conflict with laws or regulation?

**About Core Values**
- What are the most important personal characteristics for someone in my field?
- What are the key professional characteristics for someone in my field?
- When I look at my work life in perspective, the activities that have the most worth to me are . . .
- What values are most important to me?
- What are the character traits I deem essential?
- The most admirable things about me are . . .

**About Ideal Life**
- What would I do with my life if I could do anything? Why?

**About Happiness**
- The people I know who seem to be happy are happy because . . .
- I am happiest when I am . . .
- What is my most treasured memory? Why?

**About Relationships**
- When I look at my home life, the activities that are the most worthy are . . .
- The things I most value in a relationship are . . .
- Who and what have been major influences in my values development?
- Who are the most important people in my life? What could I do to improve these relationships?

**Your ideal future**
Remember, this is about your IDEALS, not necessarily what you think is realistic.

**You have traveled to the future**
Your life is the stuff of dreams.

**Describe where you live:**
- What city, state, or country?
- What type of home do you live in?
- How is it furnished?
- What is the ambiance?
You are your ideal self

Think about yourself:
• What do you look like?
• What are your attitudes about life?
• How do you nurture yourself?
• How do you feel about yourself?

Contemplate your relationships:
• Who are your friends?
• How do you interact with your family?
• How do you impact others?
• What is your social life like?

Now think about your career:
• What is your profession?
• What type of business atmosphere do you have?
• Who are your coworkers?
• What is your financial status like?

Reflect upon your personal growth:
• What activities do you engage in to take care of your well being?
• How are you furthering your education?
• What do you do to foster your spirituality/sense of self?
• How do you spend your leisure time?

Business Mastery, fifth edition
By Cherie M. Sohnen-Moe

Chapter 3: Success Strategies

WHAT IS SUCCESS?

Success is a process – one that involves setting and achieving goals.

Does success lead to happiness?
• NO – Researches are finding that happiness fuels success, not the other way around.
WHAT ARE YOUR SUCCESS MARKERS?

YOUR TURN!

In small groups refer to the values exercises in Chapter 1, and explore how your values relate to your success. Make a list of common group success markers to share.

• Identify what’s truly important to you in terms of your overall life, and then determine your career success markers.

• Only you can determine what success is for you – although others might attempt to influence you. As the saying goes, “One person’s junk is another’s treasure.”

TYPICAL SUCCESS MARKERS

• Gross income
• Profit or salary
• Number of years in practice
• Number of years in current job
• Total client base
• Number of clients seen each week
• Specialized knowledge and advanced techniques

• Number of hours worked
• Amount of leisure time enjoyed
• Number of associates and employees
• Office location, square footage or ambiance
• Prominence on a local, national or international level

WHAT IS THE HAPPINESS FACTOR?

Make a list divided into 2 columns, personal and professional items.

<table>
<thead>
<tr>
<th>Personal</th>
<th>Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>Serving</td>
</tr>
<tr>
<td>Home</td>
<td>Co-workers</td>
</tr>
<tr>
<td>Spiritual life</td>
<td>Number of hours worked</td>
</tr>
</tbody>
</table>

WHAT IS THE HAPPINESS FACTOR?

• How do the personal satisfaction items influence your professional life?

• How do the professional satisfaction items line up with the career purposes, priorities and goals you delineated in the last chapter.

• Take a look at your list of career success markers. Is this a list of things that will make you happy?

• Are you committed to pursuing happiness to positively affect your markers for success?

SELF-MANAGEMENT

• The key to success is self-management.

• Self-management is artfully directing your life so that you easily and joyfully accomplish what you desire.

• It’s about taking personal responsibility for every facet of your life and increasing your productivity while staying true to yourself.
**EFFECTIVE SELF-MANAGEMENT COMPONENTS**

- Knowing your values and living them
- Clarifying your purpose
- Setting priorities and goals
- Managing your time effectively
- Taking business risks wisely
- Staying inspired
- Balancing your personal and professional life
- Overcoming barriers to your success
- Committing to lifelong learning and professional development

**BARRIERS TO SUCCESS**

The Inner Critic and your self-limiting beliefs.

- Negative Conditioning
- Procrastination

**OVERCOMING BARRIERS**

- Reframing: alternative way to accomplish goal
- Task Breakdown: Clarify action items and use a timeline
- Delegation
- Clarify your values and operate from them
- Perform self care using visualizations/affirmations/massage, etc.
- Be informed and learn from mistakes
- See detractors for what they are
- Create a positive support system
- Keep things in perspective and stay balanced

**GOALS/VISUALIZATION/AFFIRMATIONS**

- Goals are the object of a person's ambition or effort; an aim or desired result
- Visualization is the formation of a mental image of something (for example, goals)
- An affirmation is the assertion that something exists or is true (for example, goals)

**What is a visualization you use?**

Motivation research by Gabriele Oettingen on “mental contrasting” shows it’s not enough to simply dream about our goals; we must also visualize the obstacles to develop the motivation for overcoming them.

**What is an affirmation you use?**
Time management

• Effective time management is about determining where time is spent and where there is time to work your business.

• Using your time well is based on realizing how much your time is worth and choosing activities that are the highest priority for you to achieve your goals.

The Pareto principle

The Pareto Principle states that 80% of your results are produced by 20% of your activities. And, conversely, 20% of your results are produced by 80% of your activities.

• The fundamental basis of time management.

• Time management techniques are effective because most people spend a lot of time in activities that are not an efficient use of their time.

PLAN LIKE A PRO

• Invest at least 10m in daily planning
• Focus on “A” goals first
• Throughout the day ask yourself, “Is this the best use of my time?”
• Set specific times for taking and returning calls and emails

• Set a schedule and follow it
• Review your master goal list at least once per week
• At the end of the day, create the next day’s goals and activities list
• Use a weekly plan sheet

Weekly plan sheet

<table>
<thead>
<tr>
<th>Time</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thurs</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 am</td>
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</tbody>
</table>

High Priority Activities

• High priority activities are the “2-80” that produce 80% of your results.

• Rate your goals and daily tasks according to the schedule to the left.

Time and running a business

To achieve optimal results business owners need to allot time for a variety of tasks. What tasks do you think a business owner performs?

• Planning
• Working with clients
• Managing the business
• Continuing education
• Marketing
• Communication
• Developing ideas
• Self-care
• Having fun!

“A” stands for “very important” something you must do. There can be serious negative consequences if you don’t do it.

“B” stands for “important” something you should do. This is not as important as your “A” tasks. However, there can be serious negative consequences if it is not completed.

“C” stands for things that are “nice to do” but which are not as important as “A” or “B” tasks. There are no negative consequences for not completing it.

“D” stands for “delegate.” You can assign this task to someone else who can do the job instead of you.

“E” stands for “eliminate, whenever possible.” You should eliminate every single activity you possibly can, to free up your time.
**Marketing**

Vital to your success and the most neglected aspect of most wellness practitioners.

- Marketing is necessary during all phases of your business.
- When you first start, you may spend more hours marketing than actually working with clients.
- It’s critical that you invest at least 15% of your work time in marketing.

**Tracking**

Whether running your own business or working as an employee tracking helps you take appropriate steps to avoid problems and modify the direction of your business and success.

- Number of active and inactive clients
- Number of clients per day
- Types of clients
- Session time spent per client
- Time spent per client in adjunct support
- Average cost of total treatment plan
- Number of sessions per client
- How your clients heard about you
- Time spent in all business activities
- Total income (daily, weekly, monthly)
- Total expenses

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Chapter 13: The Employment Kit

EMPLOYMENT KIT

A complete and up-to-date employment kit can save you time and unnecessary stress when preparing to apply and interview for an employment position.

- Keep a folder on your computer with copies of all of your documents.
- Customize cover letter and resume for each specific employer.
- Create a list of reference and check with them.
- Keep a list of your credentials and proof of your liability insurance.

**EMPLOYMENT KIT CHECKLIST**

- Resume
- Cover Letter(s)
- Reference List
- Proof of Licensure/Certification
- Proof of Liability insurance
- Copies of advanced and specialized training documents

**WRITING A RESUME**

Your resume is a snapshot of your skills – not your life story.

There are three types of resumes:

- Chronological
- Functional
- Combination

It is one page long.
CHRONOLOGICAL

Highlights work history and experience.

Personal details: Your name and contact information, including mailing address, telephone number, and email address.

Objective: This is an optional section where you can briefly define your career objectives.

Work Experience: Start with your most recent position. List all experience, even if it is volunteer. Use bullet points to describe duties and responsibilities. Use action words.

References: Not required, have a separate sheet, no need to use “references upon request”.

FUNCTIONAL

Focuses on your skills and experience.

Personal details: Your name and contact information, including mailing address, telephone number, and email address.

Summary: This section summarizes your skills that are relevant to the position. Organize this by themes like skills or qualifications (for example, “recruiting experience” and “customer service experience”)

Employment: Still include this but no need to describe duties and responsibilities. Do include name of company, your title, dates of employment.

References: Not required, have a separate sheet, no need to use “references upon request”.

COMBINATION

Combines the chronological and functional formats.

Perfect for a career change.

Personal details: Your name and contact information, including mailing address, telephone number, and email address.

Objective: For this resume it is highly recommended that you have an objective.

Education: Include your hours of education, hours of clinical events, clinic hours. List your electives here as well (Irene’s only).

Accomplishments: A list of your skills.

Experience: Job history - not necessary to add duties and responsibilities.

References: Not required, have a separate sheet, no need to use “references upon request”.

WRITING A COVER LETTER

Your cover letter is the frame to your resume “snapshot”.

It compliments your resume by:
• Building rapport with the employer.
• Explaining why you are a good fit for the employer.

It is one page long.