Wholehearted Business Transformation

Create your ideal business and life beyond COVID-19

Cath Connell

WHOLEHEARTED SUCCESS COACH

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Nothing should go back to
normal
Normal wasn't
working!
2020 meme

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Wholehearted Success Coach

Hi there,

Thank you for downloading my **Wholehearted Business Transformation** eGuide. I hope it helps you find clarity for your business and life, as we move towards a new post-pandemic era.

For a long time, I have been thinking about how we can move our world towards one that is kinder, more connected, and honours our planet with the love and respect it deserves. I've read many works from leading authorities on positive psychology, education, business, leadership, parenting, creativity, the environment – you name it. I've searched for answers and spent YEARS journalling about how I might be best able to share these insights with others.

But it never seemed the "right" time to talk about it... people were too busy, too disconnected, too self-directed to think about these things.

Until now!

The lockdowns we experienced during the COVID-19 pandemic provided a unique opportunity to press the "pause button" on our lives, and reflect on what we really wanted to be, do, have and feel. Many of us realised that our traditional measures of success – WEALTH, POWER and STATUS – were not what matter most in life.

Forced to live locally, we discovered exactly how much of the richness of our lives depends on small, local businesses and our communities, and how everyday interactions with our bakers, butchers and baristas can make us feel part of something special. We learned that the people who keep our society operating are not necessarily the ones who have "won" at life, but those we often take for granted – our carers and healthcare workers, teachers, cleaners, farmers, transporters and the many other providers of our basic needs. We are finally seeing how incredibly connected we are – to each other and to the amazing planet we call home – and we will NEVER take a hug for granted ever again!!

As small and micro business owners, we have power at the very grassroots level to transform our post-COVID society. Many of us have already slowed our lives right down to be more present for our families, active within our communities and considerate of our environment. We know how to do this!

With some new, more "wholehearted" pillars of success – PURPOSE, PROSPERITY, CONNECTION and JOY – plus some real ACTION, we can help rebuild our economy and our lives to create a "new, better normal". One that works not only for ourselves, but for all who call Earth home.

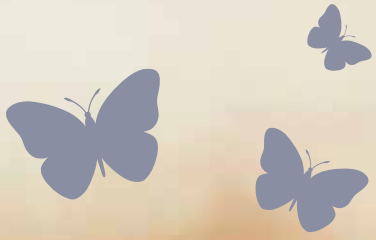
Are you ready?

Cath xx

tell me

what is it you plan to do with your
one wild and precious *life?*

Mary Oliver



Pillar 1: Purpose

Vision, Values and BWAGs!

What does your ideal business and life look like?

Dare to dream a little!

This is the perfect opportunity to transform your business and life and do something different that takes you closer to living your dream and building a better world.

Be the change!

BIG Wholehearted Aspirational Goals (BWAGs)

Ever heard of Big Hairy Audacious Goals? Well, BWAGs are sort of like that but less hairy and more wholehearted!

We need BIG goals to stretch us and to help us look beyond the ebbs and flows of our everyday lives. This Vision becomes our "true north", guiding us through life to achieve our dreams.

Project yourself into the future and think about how you would like your business and life to look in 3-5 years time - or even beyond. Reflecting on the following questions may help:

> What have you achieved?
> What is your income? How do you enjoy spending it?
> Who matters most to you and how do you share your time with them?
> Who are your customers and how do you help them?
> What good are you doing in the wider world?

These are your BWAGs. In short, this is what SUCCESS looks like to you! By aligning your shorter term goals with your BWAGs, and taking daily action towards those goals, you will be able to achieve the success you dream of.

Values

Our Values guide our lives and help us make decisions.

Recognising what values are most important to you – and aligning your business with some of your core values – ensures your business remains authentic and real.

Business should be about more than making money (although this matters too)!

Identify 4-5 key words that define the core values of your business.

Put them in a place where you can see them every day, and use them as an anchor whenever you need them.

Use them in your marketing messages.

Live them every day!!

FOR WHOLEHEARTED SUCCESS, CONSIDER:

> What change do you wish to be in the world?

> How can your business help you achieve that?

> What core values underpin your business and life?

> How are these values communicated in your interactions with your customers and marketing messages?

Finding your Purpose

The idea of working from Purpose may be a bit of a cliché these days, but this is only because it is powerful!

The trouble is, identifying your true "life purpose" is a life-long journey. So how can you find Purpose for your business without spending all your time staring at your navel?

The Japanese have a concept called "ikigai", which roughly translates as "a reason to get up in the morning". It provides a perfect model for discovering Purpose in your work, and life as a whole.

It is simply the sweet spot where these elements meet:

> What you're good at
> What you love
> What the world needs
> What you can be paid for (or otherwise supported for)

While your skills, knowledge, experience and passions are unlikely to have changed (unless you took advantage of isolife to pick up a new hobby or complete a course), our post-COVID-19 world will hopefully bring about changes in what people value.

The world is in great need of more environmental and socially aware solutions to everyday problems. People are longing for greater meaning and connection. Hopefully, we will be less interested in producing more "stuff" with ever greater efficiency (while ignoring the effects of pollution and excessive waste), and place more value on interpersonal relationships, community and living a full, healthy life.

Your business will need to adapt to remain viable. Can you do this in a way that brings you more into alignment with your Vision and Values, while providing more of what the world needs - and will pay for?

FOR WHOLEHEARTED SUCCESS, CONSIDER:

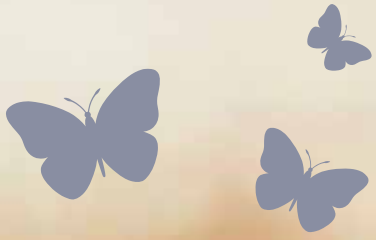
> How your skills, knowledge and experience can be used for the greater good

> What do you most enjoy? What are you passionate about?

> How can you bring more of that into your business?

There is no way to prosperity,
prosperity is the *way*

Dr Wayne Dyer



Pillar 2: Prosperity

Why Prosperity? And what do doughnuts have to do with anything?

The English language is a tricky beast. The words we use are often coloured by a whole raft of thoughts and ideas that have nothing to do with the dictionary definition.

Many who have come before me use the word "abundance" to describe this pillar, however I prefer the word "prosperity". For me, it has more of a "shared" quality to it (maybe it's just the old Star Trek saying "live long and prosper" that comes to mind). It's a word that speaks to me of enjoying comfort without going overboard, and of sharing any excess with others, so we can all enjoy the benefits.

Our reality is that we cannot continue to keep taking from this planet. We have to learn to live within its limits. After all, there is no Planet B!

While we continue to accumulate "stuff", so many people miss out. How do we ensure we all get a fairer share, and still enjoy the many luxuries we have become accustomed to?

This is where economist, Kate Raworth's **"Doughnut Economics"** kicks in. This economic model offers an alternative to the continuous growth models that currently underpin our governments and economies. It provides a framework for creating sustainable prosperity for all of us – yes, even those currently falling into the hole in the middle. And it does this while considering the carrying capacity of the planet. It's a new model that is gaining recognition worldwide. For example, the Netherlands have committed to using it for their decision-making once the COVID-19 crisis is over.

As small businesses, we often think we don't have much of an influence over what happens out there... but we do. As we experienced during lockdowns, small business is the lifeblood of the Australian economy. We can CHOOSE to offer goods and services that are more ethical and sustainable. We can also CHOOSE what we buy, and who we buy from. We are powerful!

FOR WHOLEHEARTED SUCCESS, CONSIDER:

> Does the world REALLY need this?

> Is there a more ethical or sustainable way to offer this?

> What does ENOUGH look like to me and my family?

> If I have more than enough, how would I like to share my prosperity?

Prosperity is about more than money!

Creating prosperity involves balancing all aspects of our life, not just the financial aspects of it. After all, money is simply energy – stored and shared.

How does your life measure up?

Time

How busy are you? Is this busy-ness a joy, or do you feel overwhelmed? Do you use your time productively? Do you spend it living your best life, or are you constantly on the go, achieving little of real value?

Money

Are you honouring your value and being paid what you are worth? Are you taking care of your financial life by setting up good systems, avoiding unmanageable debt and saving adequately for your future?

Energy

Are you taking care of your health and getting enough sleep? Are you surrounding yourself with people who support you, rather than drain you? Are you taking time to nurture and look after yourself?

Wisdom

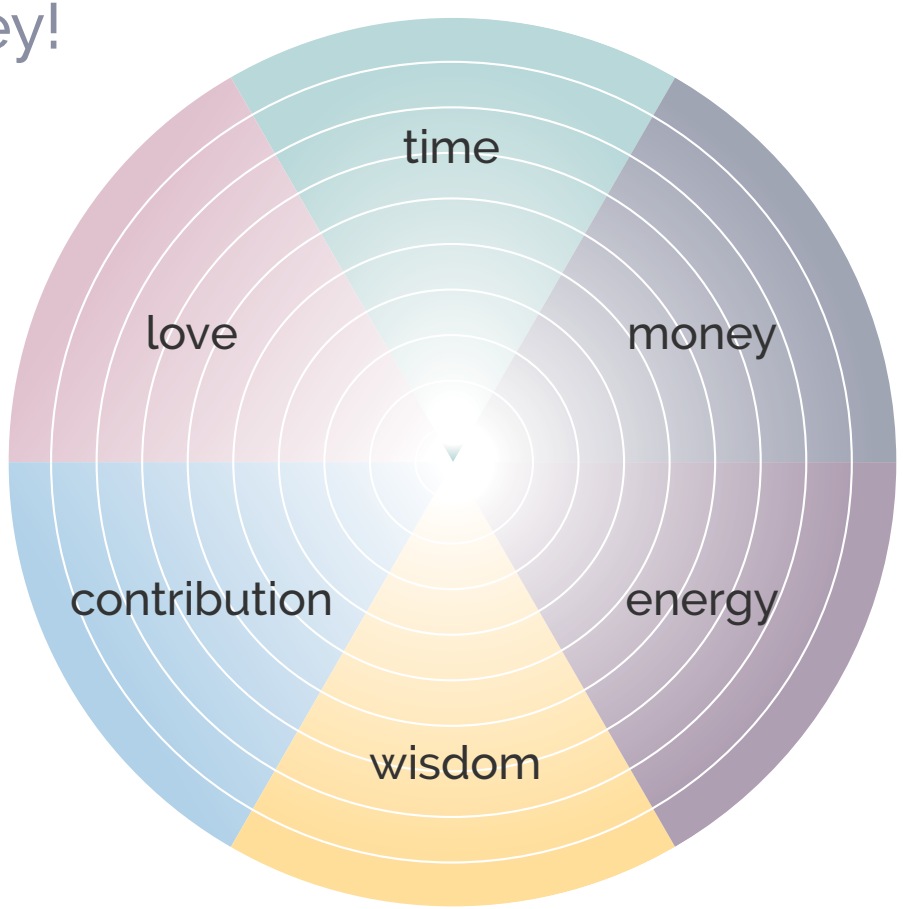
Are you learning new things and exploring the world with wonder? Are you tapping into your inner Knowing and reflecting upon your Purpose? Are you growing as a person? Can you use your Wisdom to guide others?

Contribution

Are you doing work that inspires and fulfills you, while being of service to others? Are there causes you would like to support, either financially, in-kind or by volunteering? What legacy would you like to leave to the world?

Love

Are you valuing your closest relationships and giving them the time and attention they need to grow? Do you have other positive support networks to help you live your best life – personally and professionally?



FOR WHOLEHEARTED SUCCESS, CONSIDER:

> Seeking balance. It might not always happen, but it's worth aiming for! Using the "Wheel of Life" above, rate each aspect out of 10 to help you identify any areas out of balance.

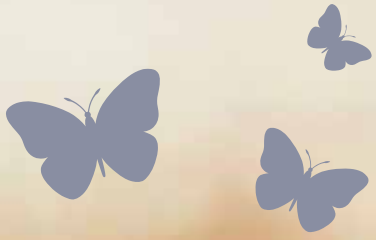
> Practising gratitude. By focusing on what you are grateful for, you might discover you already have everything you need.

> Check-in with your values. Are you spending your time, money, and energy pursuing those things that matter most to you?

We are hardwired to *connect* with others.

It's what gives purpose and meaning to our lives and without it there is suffering.

Brené Brown



Pillar 3: Connection

It's all human-to-human business!

If there is one thing that lockdown taught us, it was how much we need connections with others. Humans are social beings. Kindness, respect, laughter and shared experience are vital to our wellbeing – even for the most introverted among us!

Marketers regularly use words that dehumanise people and treat them as mere consumers – reducing individuals with unique personalities, emotions, problems and desires, into 'leads' that can somehow be poured into a "funnel" and thereby be "converted".

It's time to reclaim humanity in business, build communities instead of brands and connect on a deeper level, recognising our customers, suppliers and supporters as the complex, beautiful human beings that they are. Help them belong to something more meaningful than just a business or brand.

Listen

You are in business to solve problems. Do you honestly know what problems your customers have, and does your offer provide them with the right solution? Listening will give you all the answers you need.

Cut the Bull****

Stop pretending that your business is all about you – it isn't! It's about how you can help others. So hard sell messages, dehumanising language, self-importance and playing up the "hustle" won't win you any favours. Sure you can share a selfie or two, but make sure their main aim is to connect with your audience, not big-note yourself.

Be vulnerable - Be YOU!

You don't have to air all your dirty laundry, but to really connect with people you do need to be yourself and share your thoughts, feelings and challenges authentically. Remember, people want to know that you are human so that they KNOW, LIKE and TRUST you enough to buy from you. So let them in on the real you!

FOR WHOLEHEARTED SUCCESS, CONSIDER:

> Providing a free intro or discovery session so potential customers can get to know you a little before they engage your services. Or share some of your knowledge and experience as a free resource – you can easily ask for their email in exchange.

> Supporting your Biz Buddies by interacting with their posts and sharing relevant content. This will help kick those pesky social media algorithms into action and help them reach their desired audience. Hopefully they'll do the same for you!

> Offering referrals to other small business owners who you know well and you think are pretty awesome at what they do. Find out who their ideal customer is so you're only passing on business they're 100% happy to receive.

Go a bit deeper...

For years, we have been taught to keep our work life separate from our personal life. While this may still be relevant in a workplace (although I question that too), there's no need to bring these old-fashioned beliefs into YOUR business.

Your business is likely a big part of your life. Unless your friends or family members are also small business owners, they can give you all the encouragement in the world (if you're lucky – many don't), but they will never truly understand the challenges, joys, rewards and passion that go with growing a successful small business.

You need more than the usual networking groups or events... you need BizBuddies who are there for you through thick and thin – in just the same way that your non-business friends are there for you outside of your biz.

Of all the things that got me through the long Melbourne lock-downs over the past 2 years, it was my business support groups that kept me sane and on track in my business. In fact, my local business club met online every week for months – sharing tears, laughs, frustrations and some really difficult life-challenges. I can honestly say they are no longer simply members of my network – they are now some of my closest friends.

You'll definitely benefit more by being active in several communities – one that offers intimacy and a safe place to sound out your crazy ideas, to seek advice and gain support through the ups and downs of life in biz, and a few that allow you to meet new people and build connections to grow your business, learn new skills and feel part of a wider community.

While I'm personally not a big fan of business networks where passing on referrals is an "expected" part of the membership, many business owners enjoy participating in such groups and attribute a great deal of their success to them.

Mastermind groups and business clubs

These may be a structured program provided by a professional coach, or simply a casual group of like-minded business friends who catch up over coffee. Either way, you'll learn new skills and receive feedback as well as ongoing support. A good group will help you get out of your own head and keep you accountable – and you might make some fantastic friends in the process.

Business networks

Avoid the business card swap events and join a group that actually cares for its members. There are loads of groups around - choose ones where you feel comfortable and part of a real community. These groups may meet online, in person or a mix of both (my personal preference), and often invite guest speakers or other members to share their knowledge and expertise, as well as providing opportunities to promote your business. They're great for broadening your business network and can also be helpful with building your reputation on a broader scale.

Your "A" Team

These are the people you pay for help with supporting your business – your accountant, lawyer, business coach, admin or marketing assistant and anyone else you rely on to keep your business ticking over. Make sure you treat them with kindness and respect and please, please pay them on time. In return, they may become your best referral partners ever!

FOR WHOLEHEARTED SUCCESS, CONSIDER:

> Paying for a Mastermind program with a professional coach. Sure, it costs a little more, but from experience, the additional accountability and support usually reaps substantial benefits (financially, professionally and personally).

We need *joy* as we need air...

Maya Angelou

Pillar 4: Joy

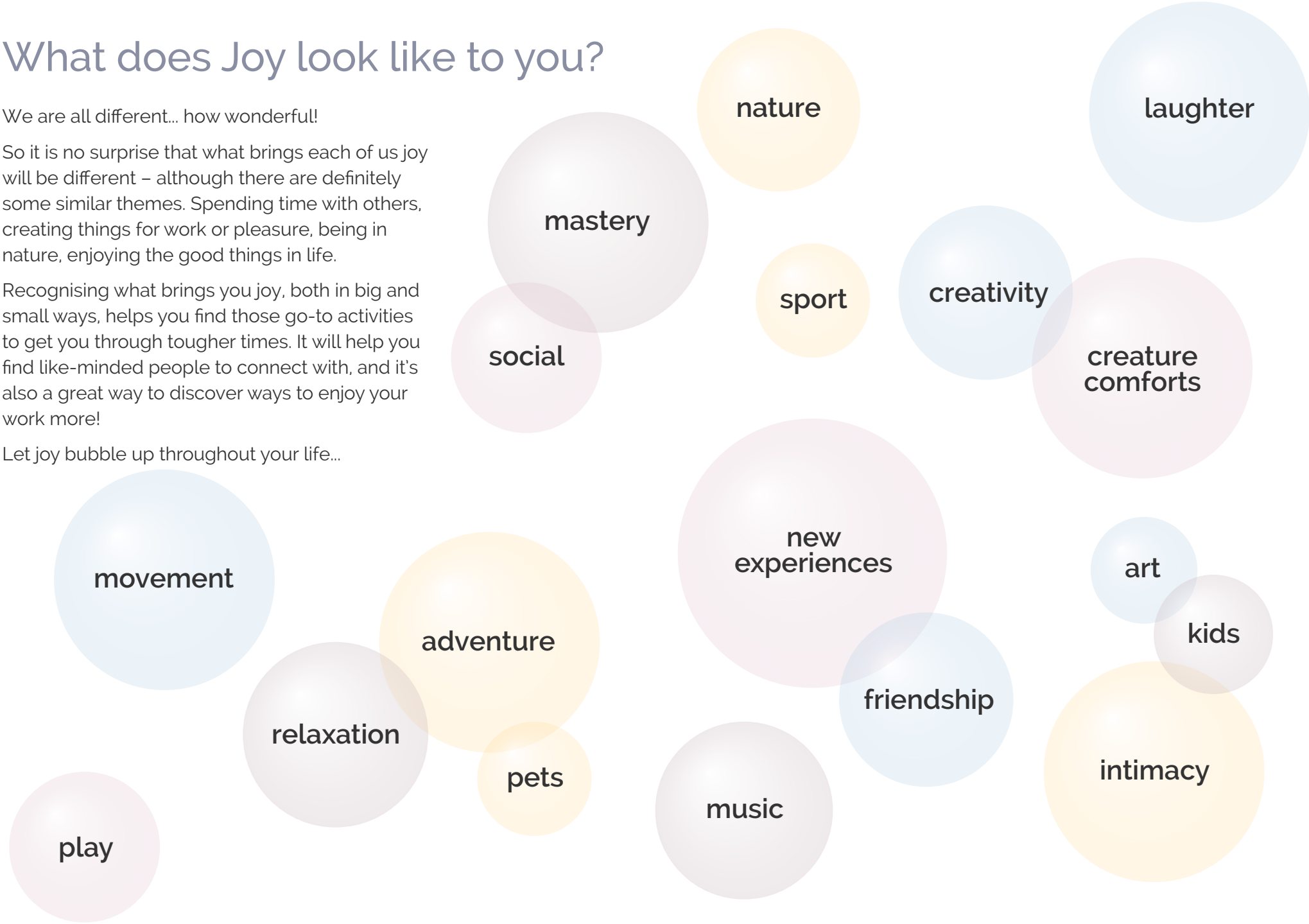
What does Joy look like to you?

We are all different... how wonderful!

So it is no surprise that what brings each of us joy will be different – although there are definitely some similar themes. Spending time with others, creating things for work or pleasure, being in nature, enjoying the good things in life.

Recognising what brings you joy, both in big and small ways, helps you find those go-to activities to get you through tougher times. It will help you find like-minded people to connect with, and it's also a great way to discover ways to enjoy your work more!

Let joy bubble up throughout your life...



How to bring more Joy to your work (and make more money)!

Let's get this clear,.. despite Monday-itis and all our stories about hanging out for weekends, work doesn't have to be a hardship to endure or just an avenue to provide the money we need to get by.

Our work is a huge part of who we are as a person, and can be our contribution to making the world a better place. We already invest so much of our time and energy working. Bringing more JOY into it every day can help us live a happier, more fulfilled life overall.

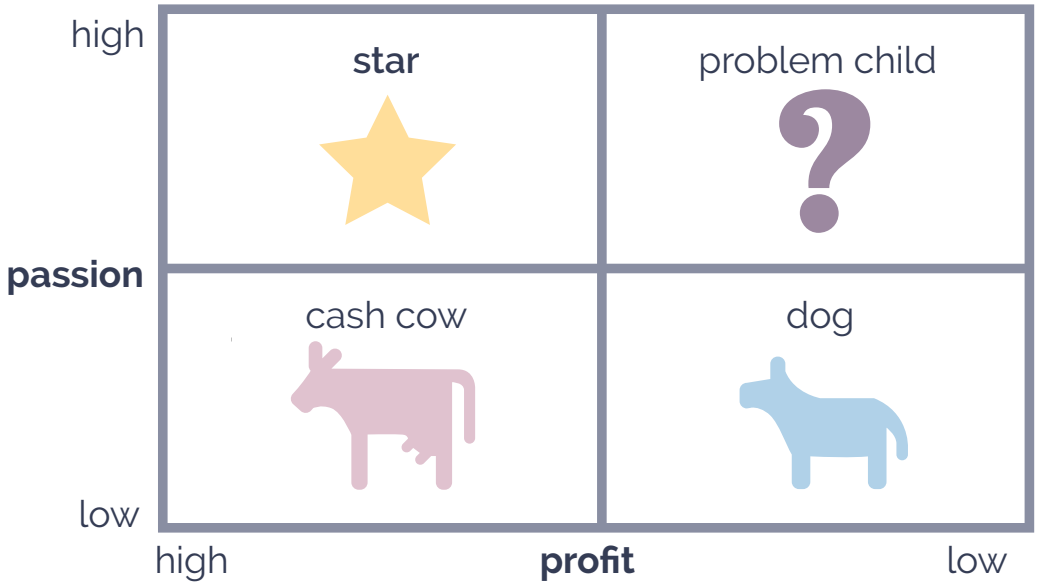
Each of us has incredible gifts to share and the capacity to improve the lives of others and make our mark in the world. We are here for a reason!. Your unique skills, knowledge, experience, creativity, ideas, viewpoints and passions are sorely needed, and there is no rule that says you can't have some fun along the way!

Of course, not everyone is privileged enough to love their jobs but as small business owners, we have made a CHOICE to work for ourselves. We have nobody else to blame if our work fails to light us up!

The Product Portfolio Matrix is a simple tool to help you categorise your product and service offerings (or even your clients) to discover where to best use your time and talents to earn a living and grow your business.

It uses a simple 2×2 matrix to map out your current offerings by measuring PASSION (where what you're good at aligns with what you love) against the PROFIT you make from this offer (remembering what the world needs and is prepared to pay for). It helps you choose an appropriate strategy (STAR, CASH COW, PROBLEM CHILD, DOG) for each product, service or client

Using the matrix allows you to set priorities and grow your business doing what you love most. After all, you spend a considerable amount of your life working – why shouldn't you LOVE it?



FOR WHOLEHEARTED SUCCESS, CONSIDER:

> What areas or tasks within your business do you most enjoy or feel most strongly about? What things would you do, even if you weren't paid?

> What areas or tasks within your business generate the most income and profit? Do you even know?

> Adopting strategies to help you build a business you love AND make more money!

— Focus on your STARS and invest your time, energy and marketing budget to nurture them to grow your business.

— Eliminate your Dogs (albeit nicely if they happen to be clients).

— Look for ways to get your Cash Cows and Problem Children working better for you so they become Stars.

The distance between *dreams* and *reality* is called action!

Unknown

Now let's take **Action**

Are you ready to take *action?*

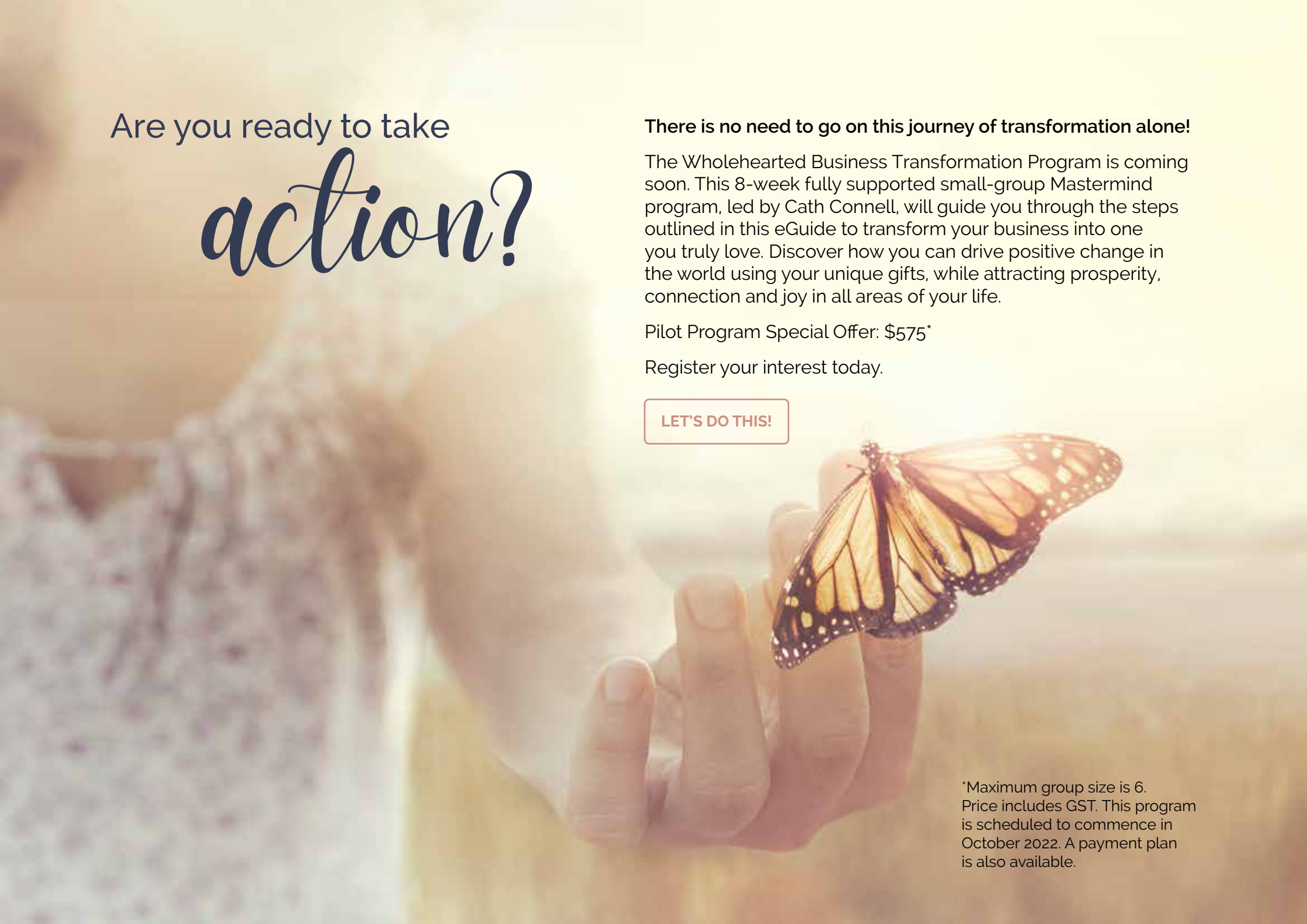
There is no need to go on this journey of transformation alone!

The Wholehearted Business Transformation Program is coming soon. This 8-week fully supported small-group Mastermind program, led by Cath Connell, will guide you through the steps outlined in this eGuide to transform your business into one you truly love. Discover how you can drive positive change in the world using your unique gifts, while attracting prosperity, connection and joy in all areas of your life.

Pilot Program Special Offer: $575*

Register your interest today.

LET'S DO THIS!



*Maximum group size is 6. Price includes GST. This program is scheduled to commence in October 2022. A payment plan is also available.

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