

DAVID'S STORY

“THERE'S JUST NOT ENOUGH TIME”

Unpacking the myth and making room for magic



Meet David, Clinical Psychologist, Business Owner

“The chokehold on the growth of any business is the psychology and skills of the leader.”

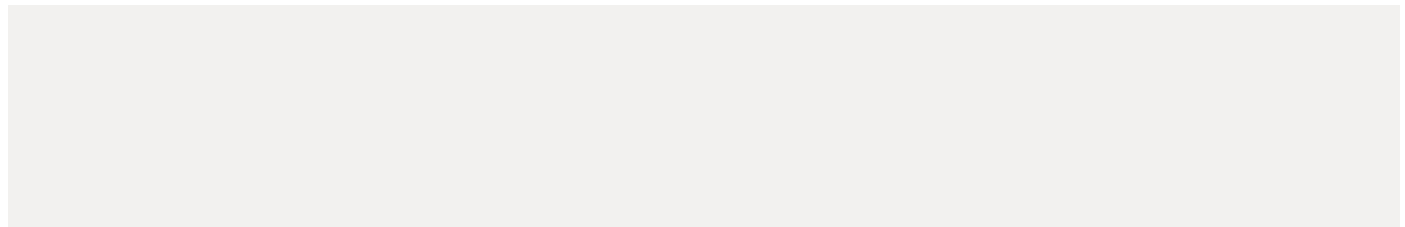
David’s Chokehold: His psychology

David’s Limiting Beliefs: He has a lot of great ideas to increase his income and expand his business, but he keeps saying he doesn’t have enough *time* for that.

Key Takeaways:

- First identify the chokehold; it’s your psychology. The chokehold on ANY business is always the psychology or skills of the leader.
- Second, identify your limiting beliefs. What’s holding you back from taking the steps needed to better your business or life?

Exercise 1: What’s your limiting belief about time?



What's Your Business Identity?

David is an artist, but it can leave him vulnerable in certain areas of his business.



The Artist: An artist is a skilled producer or creator. Maybe it's someone who loves creating products or services, or someone who brings a creative approach to practicing a skill like negotiation or sales. Artists can be everything from fashion designers to basketball stars, painters to software developers. They take ideas and turn them into reality. Artists do what they do because they're deeply passionate about it.

The baseline? They create. Even if they weren't paid, they'd still find a way to flex their creative muscles. They aren't driven by money, power or status, but by the act of bringing something new into the world.

An Artist's Mantra:

"I love to create and add value."



The Manager: A manager finds fulfillment in overseeing people and processes. They love to create systems and monitor the day-to-day operations of the business, whether it's helping with project management or forging interpersonal pathways. Not only do they thrive on the challenge of making operations more efficient and effective, they also have an intuitive power of knowing who will thrive and who will fail in any given situation. A manager keeps a team running smoothly, even in high-pressure scenarios. They're great at finding good employees and making them even better. And special note: A true manager is very rare. True managers can meet the needs of Artists so they are able to produce effectively, but they also understand how to leverage the visions of other business identities, like Entrepreneurs, even while mitigating potential risks.

The baseline? Managers make and improve systems. Their abilities to oversee people and processes require honed leadership skills. The best managers inspire others to hone their management and leadership skills, too. They may not be in the spotlight, but they keep everything going.

A Manager's Mantra:

"I love to figure out ways to maximize the process and the people."

What's Your Business Identity? (continued)



The Entrepreneur: Let's be clear: Starting a business does not make one an entrepreneur. There is a big difference between being an entrepreneur and being entrepreneurial. True entrepreneurs are not made, but born.

Entrepreneurs are all about taking risks; they thrive on living on the edge, even when they could lose it all. And when they fail, they don't give up – they take stock and try again! Entrepreneurs create visions. Constantly. They know that they don't need to be present at every moment to oversee their business' growth; the best businesses will continue unsupervised, finding good employees and dependably producing, while the entrepreneur is off working toward their next vision.

The baseline? Entrepreneurs embrace risk and know that loss is just part of the game. Their vision is to build, scale and sell companies in ways that often accrue enormous wealth over time. And not just once – over and over and over.

An Entrepreneur's Mantra:

"I live for risk and I create value."

Key Takeaways:

The beauty of the Business Identity is that it doesn't only apply to business. It can be applied to all areas of life, including family, relationships, and wellness.

It's important to note that the key isn't what a person does; it's the psychology with which they do it. You could be an artist who loves to manage people. Or you could be a manager who lights up to create powerful new systems and processes.

The artist is not better than the manager. And the manager is not better than the artist. Each brings something different and needed to the table. The key is to identify where there are gaps that need to be properly filled by the right individual.

Owner vs. Operator

Which are you?

David is currently acting as an operator in his business. He's occupied by the details of the day to day business and isn't able to step back to function as a true owner and focus on the growth and direction of his new business. He's in the weeds.

Exercise 2: Which are you in your own business, in your relationships, and in life, an owner or operator?



A gladiator is a champion for life. And they take great risks to secure great reward.

What are the attributes of someone who is a gladiator for their life and business that Tony describes?

What would need to shift in order for you to become a gladiator in your own life?

What would it look like for you to be a gladiator? How would it feel? What would be different about life?

The Head and the Heart

| *“Get in your head; you’re dead.”*

Exercise 3: Why is being in your heart important for running a business?

What must you do in order to get out of your head and into your heart?

What would it mean for you not to be in your heart when making decisions for your business?

Key Takeaways:



Business is a spiritual game



The heart is the wellspring of life. That’s where we get our passion, our drive, and the ability to take risks. If our hearts are not in it, no matter the endeavor, our success is greatly limited.

Next Steps

| *“Knowledge isn’t power; it’s potential power. Execution trumps knowledge every day of the week.”*

How do you feel about the concept of time or not having enough time after watching this intervention?

What action can you take *today* that will take you one step closer to achieving your dreams?

On a scale of 1-10 how empowered do you feel to take the next step on your big idea, challenge, or opportunity?

1 2 3 4 5 6 7 8 9 10

| *“Take action. Start today. Live with passion!”*