

Reinvigoration Strategies

By Kay L. Cross, MEd

Breathe New Life Into Your Business

Reignite your enthusiasm for your career by creating a new vision for your company.

After a number of years in personal training, many trainers find themselves in need of renewal and reinvigoration. Burnout—due to boredom, stagnation and lack of personal balance—is common even among the most seasoned professionals. Why?

When growth stops, decay begins. Renewal becomes essential both to preserve yourself and to realize your dreams. If you have outgrown your business, instead of throwing in the towel and looking for an entirely different line of work, how about redefining that business to reflect the updated you? Surely, there must be a new way of looking at the same old thing. Wipe clean the slate of your mind while leaving the imaginative and creative sectors open.

How do you achieve reinvigoration? First renew your mind with a clearly defined set of needs and values; then weave those into a colorful new vision.

Analyze Your Needs

You probably know numerous people who have begun a business without closely examining their needs or values. In fact many businesses succeed without this preparation. But the growth process can be condensed and simplified by committing thought up front to bringing to light these unique self-identifiers.

A need implies the lack of something desirable or useful. Needs are not necessarily negative; they are simply a fact of life. By intentionally addressing your

needs, you can satisfy them—at least to a level where they no longer control all your thoughts and actions. When you fail to meet your own healthy needs, you attract other needy people. For example, if you need improved cash flow because you have excessive credit card debt, you may be motivated to accept difficult clients, or simply more clients than you can manage.

Conducting a needs analysis is quite simple. Ask yourself, “What things or conditions *must* I have in place to be my best?” Go through the following steps:

- » Create a list of 10–20 needs that ring true for you. (See “Common Needs” on the next page for ideas.)
- » Whittle the list down to your top four or five driving needs.
- » Brainstorm five healthy, creative ways to get each need met through friends, support groups, personal growth and education.
- » Create specific goal steps to satisfy each need and take action each week until you find you are managing your needs rather than letting them manage you. For example, if one of your most pressing needs is to “be heard” when you express your thoughts about your business, ask a close friend if you could plan a weekly get-together to share your thoughts and challenges and get some feedback. Or join a networking group where you can toss around ideas with business colleagues.
- » Keep in touch with your needs and commit time to taking care of them.

Addressing your needs releases you from a constant focus on yourself so you can focus on serving others.

Identify Your Values

A value is something desirable, prized or esteemed. Values are intrinsically uplifting and expansive. The difference between a need and a value is similar to the difference between picking up fast food and preparing a gourmet meal. In

the first case, necessity (hunger) drives you; in the second case, a desire or passion (for a fine dining experience) pulls you forward of your own free will. Values reside in your core and call you to a higher place.

What *really* matters to you? What gives you the energy to get out of bed every morning? Your values remain important to you when all else around you is changing. To uncover your deepest values:

- » Create a list of 10–20 values that are important to you. (See “Common Values” on the next page)
- » Trim your list to your top four or five core values.
- » Next to each value, list four or five ways you are currently living out (or not living out!) that value.
- » Create specific goals to begin expressing and living your values in your business and everyday life. Take action each week. If “adventure” is one of your values, you could set the goal of utilizing some new equipment or visiting a new park with your clients each week. On the personal side, you could commit some time each week to planning a vacation somewhere you’ve never been.

Put It All Together

Redefining yourself breathes new life into your business! After 15 years of a successful personal training career, I found myself losing zeal. Over the years I had grown both personally and professionally. My business needed an overhaul because I was bored with the redundancy of my days and was asking, “What now?”

Revisiting my needs and values led me to realize that the time had come to expand my services to include wellness coaching and motivational speaking as well as personal training. I took action by investing in additional training in professional coaching. I decided a new

business name was in order: Cross Coaching & Wellness. The new company name, logo, business stationery and vision energized me so I could continue serving others. I achieved reinvigoration by following the steps outlined above to define my new vision for the future.

Weave a New Vision

What is your vision? Using your needs and values as the threads, creatively weave a one- to two-sentence vision statement that is general and positive. Use the following guidelines:

- » Come up with a vision that is exciting and naturally motivating for you.
- » Consider what you believe you can contribute in your lifetime.

Analyzing your needs, identifying your core values and generating a new vision are the first steps in reinvigorating your business. The last simple but critical step is to ask yourself: “What do I really want? If I created my dream business, what would it look and feel like? What hours would I work? What days? How would I structure sessions? What

would I throw out? What would I add?”

Draw a line down the center of a piece of paper. On the left side, create the heading “Current Realities”; on the right, jot down “Dreams and Desires.” Review your current situation and compare that with your ideal business. Gain valuable insight from key employees, clients and friends. Work their insights into a vision for a business that addresses what today’s customers need and want. Remember, you create and sustain your reality. Make it the reality you most desire. As George Bernard Shaw eloquently stated, “Life is no brief candle. . . It is a sort of splendid torch. . . Make it burn as brightly as possible.”

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Common Needs

- » to communicate, control, get attention, influence
- » to be needed, heard, seen, loved, acknowledged, cared for, regarded well
- » to be busy, responsible, forthright, dutiful, strong, certain
- » to have order, peace, power, comfort, recognition, calm, financial stability, security
- » to be accurate, precise, independent, creative

Common Values

- » to experience adventure, risk, thrill
- » to energize myself and others
- » to have grace, elegance, beauty in life
- » to contribute, serve, improve, assist, strengthen, touch, encourage, lead, educate, organize, guide, model, nurture, relate
- » to create, design, experiment, facilitate, set standards
- » to outdo, win, triumph, excel, achieve
- » to be holy, religious, passionate; to relate to God
- » to learn, improve
- » to feel part of a community and family
- » to feel good, have fun, be the center of attention, entertain