

A valuable lesson worth learning

The year didn't get started in the best way possible, but did deliver a very, very important lesson. A lesson that some of us get from time to time but don't hang on to or act on anywhere near enough.

Shortly after the new year began, we were presented with news that one of our very best friends and his son were killed in a motor accident. It was a tragic time for all involved, but got many people that knew them to reassess their priorities. It would be good if we were able to constantly reassess their priorities without being reminded by some of these tragic circumstances.

So, I hope this article will be received as a timely reminder to ask yourself what are your highest priorities for your life, and are you working towards setting up your business so it serves those highest of all priorities. In my experience many of the challenges for the small business owner come from beliefs such as "we've got to make hay while the sun shines". Which basically causes the business owner to not say no and take every possible opportunity to make money that they can, without ever really knowing what their target is, or how much is enough. What are they striving for? Without putting the effort into proper



planning of this kind about what is the purpose of the business, what you want the business to do for you financially. You can just get sucked into the vortex created by this non-planning approach until you disappear up life's orifice.



It's all well and good to say, I just need enough money so I can do what I want and pay the bills, but how much is that exactly? Put a dollar figure to it, then put the actions next to it that you need to perform to pull this off. Then of course, this must be all put into a timeline so you can measure your progress.



As the old saying goes, if you don't know where you are going, any road will take you there. In the past many people given this advice still complain. "I just don't know where to start." There aren't really any helpful hints as other than just start somewhere! A

great place to start is just simply writing down, what you're passionate about, what would you like to have, what would you like to experience, what are the most important things to you in your life? Then get to work on a plan to bring these things into your life. As was rammed home to me at the beginning of the year through this tragic event is, that you've only got one shot at this, and everything can be taken away from you in a heartbeat. At least by following this advice and identifying what your priorities are and building a plan to bring them into reality and getting stuck into it, is much better than never having a go and you are simply being pushed and pulled through life by your excuses.



My good mate was simply doing what he enjoyed one Saturday, which was just going for a ride on his motorbike with his son to visit friends. And in an instant, both of their lives were gone. This experience reminded me of a very powerful and valuable question I've often asked of myself and others, and that is, if you only had a month to live what would you do with? And I haven't had anyone answer that question ever, by saying, I better get back to the office, there is a lot of work to do.



The end result of implementing all of these ideas in this article is that it creates balance in your life, which in turn creates significantly more effectiveness, profitability and enjoyment in your business life.

There is nothing more powerful than a person that is following their bliss, or chasing their passion. When a person is involved in activity that they are incredibly passionate about, it gives them energy, they leap out of bed with massive enthusiasm and go like crazy all day and falling to bed later that day incredibly fulfilled and sleep like a baby. Then do it all again the next day. As opposed to having to drag yourself out of bed each day and do the work because you have to, not because you want to.



In memory of my mate Tim (Lionel) Malone



So, I encourage you all reading this to use the lesson of these tragic circumstances to benefit you, your family and your business, and ask yourself are you just going through the motions, or are you having a red-hot crack at the title of making every moment in your life a masterpiece!



And Tim's Son Sam



I am dedicating this article to my mate Tim and his son Sam, who lived life to the full, was a great dad and the best friend anyone could wish for

Rest In Peace Lads