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tips for motivating yourself in business

1. Understand your reason for being in business

Figure out **what is the single most important thing you want to achieve.**

Focus on that and allow it to motivate your involvement in the business.



2. Identify your strengths and weaknesses

Understand your **areas of strong capability versus your areas of weakness and challenge.**

Have a mental discussion with yourself to figure out those things and then **acknowledge them** – jot them down. Finally, ask someone who knows you well for their opinion.

3. Work out what you're really passionate about – and good at – and do it

We're much better at doing things we're passionate about and good at than things we simply can do. So, if you want to turn up the motivation dial to 100 per cent, do the following:

- figure out what you're **passionate about;**
- figure out what you're **really good at;**
- **focus on those tasks;**
- ensure you have a **team and processes around you to cover off on other key responsibilities.**



4. Accept your limits

Understanding your strengths and weaknesses gives you a feel for what your limits are, in terms of your personal attributes and aptitude for running a business.

For example: If you're not good at business development and/or developing relationships, you need someone in your team who is.

If you don't have that person, your business will not be successful and you're not going to be motivated to get up every day and go to work.

5. Build a support team that can help achieve your business objectives

Building a supportive team is key to maintaining your motivation. This team **doesn't have to consist solely of individuals who work in your business.** It may include:

- external team members, such as your accountant, business advisor or solicitor, and other business people;
- mentors, both formal and informal.



6. Reward yourself for achievements big and small

Whether you're in a big business or small, being a business owner can be lonely.

Part of operating as an individual in a consistent, content and motivated way, is to **recognise yourself and your achievements – pat yourself on the back.**

It's also helpful to take a few minutes at the end of each day to reflect on:

- what you've done well today;
- how you've added value to the business;
- what you want to achieve in the business.