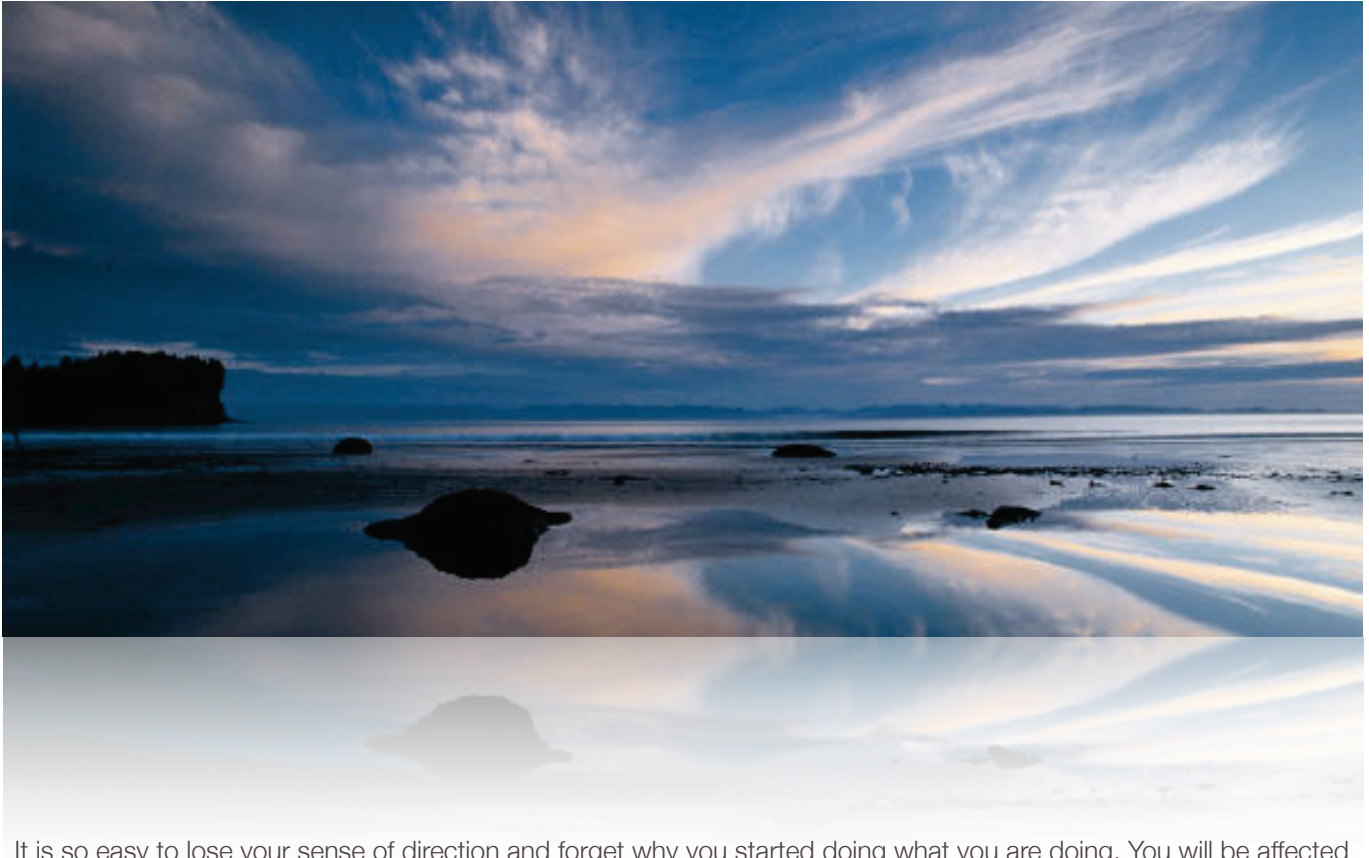

Aspirations



It is so easy to lose your sense of direction and forget why you started doing what you are doing. You will be affected by the mass of negativity that is constantly thrown at you. You could be forgiven for believing that you have little chance of success. Disillusionment can set in quickly.

In this situation, you have to be absolutely clear about your goals and aspirations, both personally and for your business. Only by understanding your goals fully can you develop a business strategy to deliver success.

Have goals that will create something very different within your industry; be creative; be disruptive. Ignoring the incremental challenges and going for large step changes will in itself release your creativity.

When creating your goals and aspirations, always beware of the pessimists who will sap your energy & enthusiasm. But be particularly aware of your own self-limiting beliefs - remove them and think big. Think positive disruption.

Whilst your motivation and characteristics must be used to inform business strategy, the aspirations of the people working with you are equally important. This can provide a difficult situation that many business owners are reluctant to address. But if it isn't, running your business becomes ever more difficult.

Tasks that you must complete:

- 1 Remove all your doubts - think BIG and creatively
- 2 Write down your aspirations and goals
- 3 Discuss these with people who have enthusiasm for your ideas
- 4 Constantly review & monitor your progress