

00:00:04 Being in business means being in a lot of relationships, and how you navigate and learn from these relationships is one of the greatest factors when it comes to the long-term success and ease and joy of being in business, or not. Most people talk about success in terms of money, but I like to think about business success in terms of how good it feels for me and everyone we work with to work in my businesses.

00:00:32 And while money is certainly a part of that, it's definitely the bottom rung of Maslow's hierarchy of needs. Let's get you to a place in your business where there is plenty of money. So you're able to focus on how good it feels for all the people you work with, to work with you in your business. Think about it this way, a business is defined as an organization or enterprising entity engaged in commercial,

00:00:58 industrial, or professional activities. The term business also refers to the organized efforts and activities of individuals to produce and sell goods and services for profit, even in the leanest business. Even if you are the only person in your business and you never have partners, investors, or hire anyone to support you, you will still need to engage with your clients or customers,

00:01:25 the people who pay your business. And if you are doing business with a partner, raising money from investors or hiring team members, you have just exponentially increased the number of relationships in your life. The better you get at managing relationships, handling conflict in these relationships and establishing great boundaries and setting clear expectations, the more you will be able to accomplish in your business.

00:01:51 The most common relationships in your business are relationships with first and foremost, yourself, then your clients and customers, then your team members, then your spouse or romantic partner and business partners, investors, or lenders, and finally your advisory team. I will cover each of these relationships in separate lessons here as they each have their own special legal and beyond legal needs to be navigated.