

00:00:05 Welcome to your relationship with you. The primary relationship that you will need to learn to navigate in business is without question your relationship with yourself. See, being in business can be your greatest opportunity for personal growth. If you see your business as not just an opportunity to make a great living, but as the opportunity to become the highest and best version of yourself,

00:00:30 it's quite likely that as part of your business journey, everything that is not who and how you want to be, will come up for you to look at along the way. If that's the case, great, you're on the right path. Being in business requires you to face all of your demons around money, relationships, purpose, and ultimately transcend it all in service to your right role as a creator.

00:00:57 And if you look forward to these opportunities, rather than resisting them, you will find yourself being a leader in ways that has you proud to be you. If however you resist these growth opportunities, you'll likely find yourself stuck in a place of not being your highest and best self and never living up to your full potential as a human creator or in your business.

00:01:18 Now, your relationship with you as a business owner requires self-awareness and the ability to become the objective observer of your life and the events happening in your business. Begin to recognize that all events happening in your business are happening for you. They're not happening to you. You are the sovereign creator of your experience and your business is merely reflecting back to you that what you need to see,

00:01:46 so you can learn, grow, and evolve. Try not to take any of it personally, collapse under the weight of shame or guilt, and instead recognize each opportunity to face what's hard, to take the medicine that's being offered, and to become better in the process. If you find yourself seeking into depression, wanting to give up and walk away from it all,

00:02:10 or an extreme resistance, recognize that this is normal. It does not mean you suck, that you can't do it, or that you need to give up. It means you need to ask for help, get support, and keep breathing through the process of growth. You are very likely in a process of healing from past traumas around scarcity, power, and control. And this is part of your work to do as a business leader.

00:02:39 Keep coming back to your mission. Keep coming back to "The Why" you want to build your own business rather than working for someone else. Keep coming back to the impact you want to make in the world and let that desire pull you forward and make sure to build in time, to celebrate and rest along the way. If you get burned out, you cannot be the leader

00:03:04 you are here to be. As you build your business, you are likely going to be moving through the stages of practitioner in which you are the main provider of a service or product, perhaps with a small team of people supporting you to CEO, COO in which you are the leader of a team of people providing a service or product that is no longer dependent on you to be

provided.

00:03:30 And then if you've done a great job of growing and moving forward, you may get the reward of becoming the owner of a business that serves in the world and no longer requires you at all, but continues to pay you for all the work you put in, and may even result in a significant harvest for you down the road. Keep this picture in mind as you're moving forward through your business,

00:03:55 through your journey of business practitioner, working in the business CEO, COO working on the business, and eventually shareholder working above the business, still invested in its success, but with the business no longer dependent on you at all. You don't need to move through all of these levels to have a successful business that is meeting your needs, but you do need to be clear about where you are on the map of your business.

00:04:26 Where are you now and where are you going in the future so that you can appropriately gauge whether it's time to, stretch and grow and learn new things, and when it's time to rest and celebrate and gather strength for your next level. Before you move on revisit what you are creating and why, and what stage you're at in the process of creation, are you a practitioner learning to master your service offering and build a solid income model around it?

00:04:56 If so, what will your business look like when you are ready to rest and celebrate the milestone of success at this stage of your business? Have you mastered your service and have a solid income model around it, such that you're now ready to move into the role of CEO or COO working on your business and perhaps even hiring other practitioners to deliver your service or products?

00:05:23 If so, what will your business look like when you're ready to rest and celebrate the milestone of success at this stage of your business? Or are you ready to start considering what a harvest might look like in your business, where you move out of working in or on the business altogether, and instead become just a shareholder chairman of the board, or even perhaps sell your interest in the business altogether.

00:05:50 What would your life and business look like then? How will you know it's time to rest and celebrate at that point? And what will you do after that? Allow this vision of the future to carry you through the hard parts that are sure to come, and remember if everyone could have a thriving business, they would, but not everybody does. It takes something to be a creator and you have what it takes.

00:06:17 You wouldn't be here otherwise. Keep your eye on the prize of you becoming all you will need to become, to create what you are here to create in the world. You've got this and we are here to support you.