

Create a Business You Love Bootcamp

Video 1: Introduction

“Clarity comes through a marriage of movement and meditation.”
Mike Kim

Video 2: Creating a Life We Love

Common Key Areas:

- Health
- Finance
- Key Relationships
- Spirituality
- Career/Business

What are your key areas?

My ideal life in each of my key areas looks & feels like...

Which areas is my business contributing positively to my ideal life?

Are there any areas where my business obligations appear to conflict with my ideal life?

Reminders...

- This should be fun!
- Clarity comes with time (learning, taking action & reflecting) – this is a journey.
- We don't need a final answer to continue our journey. Capture your ideas & thoughts then go to the next video 😊

Video 3 – Business Vision: Core Values & Beliefs

Hopefully the core values were created in the beginning of the company. In the beginning the founder(s) are the people to establish the core values and beliefs. These are generally those held by the individuals. A note of caution – be sure your list is what you **do** versus an aspirational list.

Core Values & Beliefs are...

A few questions to consider...

- Are you willing to make hiring & firing decisions based on these core values?
- Do you apply these core values in your personal life?

Tip: Once you have your core values and beliefs defined take the next step and define the behaviors that will bring the values & beliefs to life. As the owner of the company commit to lead by example.

Example – Mary Kay Cosmetics

THE GOLDEN RULE

"Do unto others as you would have them do unto you" is a tried-and-true principle that serves as the foundation upon which our company was built.

MAKE ME FEEL IMPORTANT

How we make people feel matters. At Mary Kay, helping people feel better and do better is more than our brand. It's the core of our business, and it guides our actions large and small.

THE GO-GIVE SPIRIT

Giving elevates everyone. The real spirit of Mary Kay is the passion our people share to be part of something greater than our individual selves.

BALANCED PRIORITIES

Balance means more than "time management." We recognize the importance of building a balanced life.

Video 4 – Business Vision: Purpose

Our purpose is why our company exists.

- Closely aligned with our core values & beliefs
- Will guide the company for 100 years

Strategies to discover purpose...

- What would our community miss if we ceased to exist?
- The 5-Whys
 - We make _____. Or We provide _____ (services).
 - Ask "why" five times

Example – Kellogg Company

Creating better days and a place at the table for everyone through our trusted food brands.

Video 5 – Business Vision: Mission

Big Hairy Audacious Goal (BHAG) – it is a goal AND it is not our typical goal

- Timeline for achievement is 10 years in the future.
- It is compelling – we WANT to achieve it and are willing to put in the effort.
- We are not sure we can achieve it AND we think we can.

Example – Tesla

To accelerate the world's transition to sustainable energy.