



MELANIE D. WILSON
President & COO

302.293.8821

www.thegrowthcoach.com

m.wilson@thegrowthcoach.com

“*Dream versus Reality*”

Becoming a business owner, is it what you had hoped it would be?

*Small Business Coach for all of Delaware’s
Kent & Sussex Counties, as well as Southern NCC*



How often do we hear the question, “Are you going to make your dream a reality?” But does the transition from dream to reality evolve into what you had envisioned? It is safe to say that most people go into business for two reasons: **MORE MONEY** and **MORE FREEDOM**. The dream is to be in control of all the decisions, to be able to set your own hours, answer to no one, make the income you desire, and to create something unique that works for “you.” Here is the reality; can you relate? “I’m overworked, 24/7, I cannot take a sick day, let alone a vacation, everyone comes to me with their problems, I have to do it all in order for it not only to get done, but to be done right, money is good, but I’m not sure it’s all worth it.” Does any of this sound familiar? This example clearly describes a business that is “*owner dependant*,” instead of one that is “*systems dependant*,” which leads to the owner having to handle or “touch” every transaction that occurs each day; they are tackling every task and micro-managing their business. Typically the mindset of the owner is that the business would collapse or fail to conduct business if things did not operate in this fashion, and this is what we refer to as a “*limiting belief*.” These business owners need a mindset change and a new view that promotes strategic planning, which will allow for more freedom and more money- the reason they went into business.

In general, a technician who excels in a position will begin to recognize the potential of earning a larger income and having the control to create their own schedule if he or she was the owner of the business. It is natural to then make the move or transition from employee to being self-employed, yet they continue to focus on what they are really great at, what they know well, and that is the technical aspect of the business. The technician is busy being busy, functioning in every role of the business but neglecting to focus on what’s really imperative to the survival of the business and he or she as the owner, and that is the big picture. Having balance, which applies to your business and personal lives, while reaping the benefits of being a business owner should be one of many goals set. Too often, business owners lose sight of what is important, the goals they had hope to achieve and stick to what they feel they are capable of doing. How do you

accomplish the balance and maintain focus on the big picture? Become a Strategic Business Owner, step back and go to work “on” your business instead of working “in” your business.

Picture this, a technician functioning as an “owner” is very similar to the motor of a car, if you are the core of what makes the business (car) run then who is driving? You need to be in the driver’s seat and allow those you hire to function in their positions. Please know that I was once in this very position, and it was a struggle, a true battle, to let go. In order to grow, in our business and personal lives, we have to drive and be able to delegate to our team with confidence. The Growth Coach has one focus and that is to coach people through the process of developing real clarity for who and where they are now and who and where they want to be, both in their professional and personal lives. It is our mission to provide the guidance to create an action plan and hold them accountable to get the job done and stay on course. We are not experts in the technical aspect of your business, *you are*, but we know business. Coaching, in the business sense, is about unleashing the potential within the “technician” to operate as a Strategic Business Owner.

As stated earlier, you need to become a Strategic Business Owner. Here the focus shifts to the vision, the goals, and to creating and implementing systems and processes that turn the business into a “systems dependant” business –it will function without you being present. We do not solve your problems for you, but equip you with the education and tools to discover the solutions. Attending our 2 year Strategic Mindset Program will give you the opportunity to attend our quarterly workshops places you in an environment that is conducive to learning and growing, slowing down and reflecting. These workshops are formatted to get the business owners to roll up their sleeves and get to work, while we provide an objective view. Since we are not part of your daily operations, we can give opinions and recommendations that are objective; they come from an outsider looking in and are not clouded by the emotional involvement. Within each workshop, you will go to work on you and your business, you will reflect, and you will begin documenting and thinking **–more clearly–** about your future. Where do you plan to go and how will you get there, are only two questions you will leave with the answers to. Through the coaching process, we will turn your “dream” into a “reality” that gets you what you had hoped for: MORE MONEY and MORE FREEDOM. The difference in the success of working with a Growth Coach is the accountability; we ask the questions and get you making real life changing decisions, and then we hold you accountable for the goals you set. Leaving a workshop with a Growth Coach is only the beginning!