



Big Fish Coaching

Unleash your potential.

The 'too busy' trap and how it impacts business performance

By

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As a small business owner being busy becomes a way of life. Juggling the different balls can be exciting and energising, especially when your business is new. You are making decisions, solving problems, multi-tasking. It feels great – at first.

But what happens if this becomes a long term situation? As a business coach I come across business owners who have fallen into the 'too busy' trap. They tell me time out from their business costs money. They believe a head down, keep going approach will allow them to achieve their business dreams, despite being worn to a frazzle and maybe no longer enjoying what they do.

If you recognise this scenario, it may be time to step back. The most successful entrepreneurs are those who take time out to refocus and re-evaluate regularly. Time out from the daily routine allows the big picture to be re-addressed. What are your current key priorities? How are these moving you towards achieving your business goals? It allows for a widening of focus. What is the competition up too? What can you learn from this? It's also chance to assess your personal motivation levels. How productive are you personally being? What's

going well and what isn't going so well? What can you learn? What can you do differently?

The benefits of making time for this activity are huge. Business focus and direction are reinvigorated. A strong sense of your position in the marketplace is achieved. Personal motivation is increased and once again you feel great about taking your business forward.

The '6 steps to improved business performance' workshop was developed with these benefits in mind. The event provides a structured environment for business owners to take time out look at the bigger picture. The self coaching techniques learned can be used time and again for future business development.

If you think you are 'too busy' then I suggest you come along and find out more!

Dawn Harvey is the founder of Big Fish (U.K.) Ltd. She works with business and individuals to develop skills for success. To learn more about maximizing performance contact info@BigFishCoaching.co.uk or visit <http://www.BigFishCoaching.co.uk>