

Finding Meaning in Your Business

Here's a big question. How do you find motivation in business, beyond the money? And really, how do you find meaning in your business?

I love this question. I love this conversation. I have this conversation all the time with my clients.

Your business is about money. A business requires money and it requires growth in order to survive.

However, you as the business owner or as somebody working inside of that business, your worth is not determined strictly by the money. That's the key differentiation here, is your business is not only about the money and there can be meaning.

For me, what I find is the number one thing that people can focus on is it doesn't even matter what business you're in.

For your business to be successful, yes it has to make money, but the meaning is how good you get at doing that business. How much of your own potential can you reach and can you execute and can you demonstrate by running a business and by being a business owner?

It's about achieving potential and it's about exuding excellence.

If you run a business right now, yeah, the money is the name of the game, but how is that money going to come to you? By becoming excellent at what you do. By becoming the best service provider or the best product provider in your space.

Why not focus on doing everything you can to enhance your skill set to a degree that you could never ever be replaced? That you are the defacto household name as the best service or product provider in this marketplace.

There's a pride. There's a level of achievement and a level of accomplishment that comes with getting really, really good and becoming very skilled at what you do.

In turn, when you focus on the achievement, on your ability to become excellent at what you do, the money naturally follows suit.

And so here's how you tie the two together.

If you focus on getting really, really good at what you do, there's a natural desire there to do that. There's an excitement that comes with getting really good at something.

Think about it. Maybe in the past you used to be terrible at presenting. You'd get up in front of a group and you would just fall apart.

But you practiced. You learned PowerPoint. You learned how to speak to PowerPoint slides. You learned your topic really well, and suddenly you were giving presentations and people were really intrigued and they were really enjoying it.

Now when you give a presentation, people are blown away and you walk out of the room on cloud nine.

That's what I'm talking about. This experience of going from low competency to high competency is massive, and that's where you're going to draw your energy and that's where you can find meaning in business.

How can you develop your skills to a higher and higher level and you're feeling that level of excitement and those skills now translate into money?

Here's the merging of meaning and money in business. Focus on how you can get better at something, and the excitement of getting better will create that meaning and it will create more money.