

COMPANION WORKBOOK FOR ACTIVATING THE

# SEVEN SECRETS OF BUSINESS WISDOM

**FINDING TRUE WEALTH:  
MORE MONEY, TIME & MEANING  
IN ENTREPRENEURSHIP**

**S H E R R Y L D E V E R**

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# ACTIVATING THE SEVEN SECRETS

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Companion Workbook To:

**Seven Secrets of Business Wisdom**  
Finding True Wealth: More Money, Time &  
Meaning In Entrepreneurship

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The Business **Resource** Press  
publications for entrepreneurs

[www.SevenSecretsofBusinessWisdom.com](http://www.SevenSecretsofBusinessWisdom.com)

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## Getting Started

The Seven Secrets are a set of organizing principals designed to make it easier to trouble shoot in a different way. Understanding the Seven Secrets may be easier than applying them in your business.

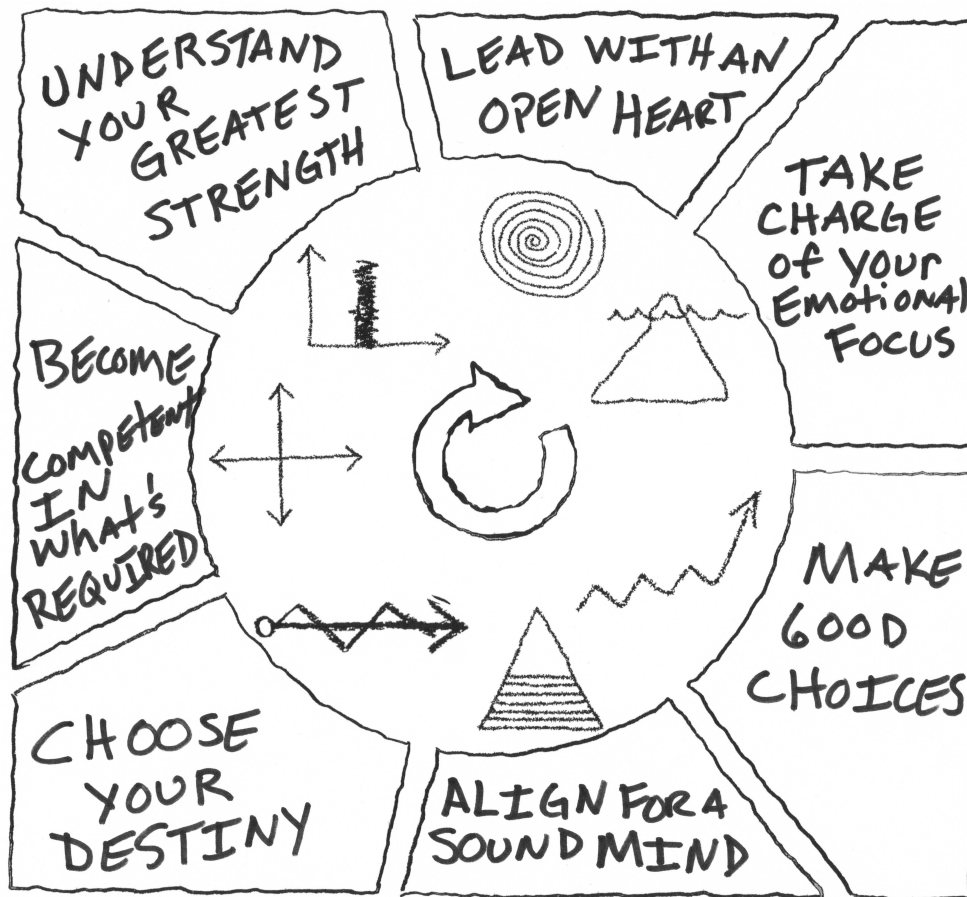
If you are serious about your intention to capitalize on the wisdom of thousands who've come before you, you're going to want to take the time to clarify your own thoughts on how your own wisdom comes into play in your business.

This workbook can be a very helpful step in continuing your journey. When incorporated into our existing thought processes the **Seven Secrets can help you...**

Increase .....	Profit
Maximize .....	Cash flow
Minimize .....	Stress
Improve .....	Productivity
Assess.....	Current business conditions
Diagnose .....	Business problems
Ensure .....	Greater business clarity
Create.....	Action plans
Make .....	Sense of complex issues
Measure .....	Business success/progress
Simplify.....	Complex processes
Condense .....	learning experiences
Save .....	Business owner time
Free .....	Business owners to focus
Deliver .....	Better business results



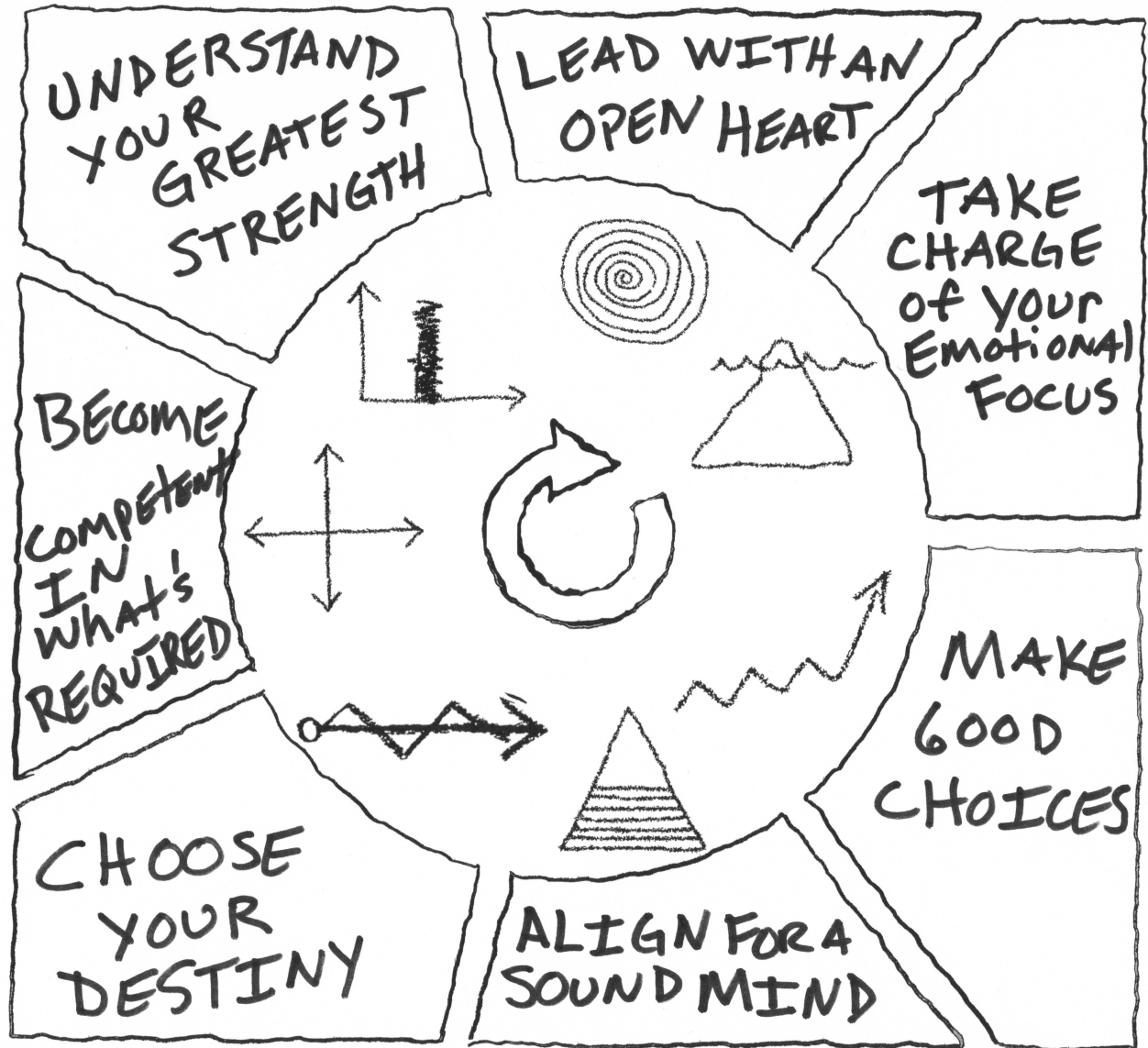
## Seven Secrets of Business Wisdom | Quick Reference



Symbols have represented important ideas that permeate all cultures since the dawn of time. Symbols can depict vast knowledge and reflect important ideas in the simplest of ways. Symbols can influence traditions, customs, values, beliefs, thoughts and behaviors.

The symbols of the Seven Secrets represent universal thought-patterns. As touchstones they can help us tune into the power of focus found within each of us. These symbols can be used to remind us of what's important in the moment. Use them to unlock the greatness within you every day.

# Seven Secrets of Business Wisdom | Quick Reference



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## Getting The Most From This Workbook



1) Each page is designed to quickly overview a *Secret* and offers a space for notes.



2) Look for the open locks. Each open lock references the essence of that *Secret*.



3) Look for the keys – this is the place where your thoughts, plans and potential actions activate each *Secret* using your own life-experience.

4) Post the *Seven Secrets Quick Reference* in a conspicuous place so while you are working you can see it every day.

5) Line out a *Secret* a day or week until they are finished.

6) Check in with yourself on a timetable that works for you. Each day, week or month, until the *Secrets* support your own thought process.

7) Share the *Secrets* with others.



List your greatest strengths here.  
Then list how your strengths  
become your worthy opponent.



Lined writing area for user input.

### 1. Understanding

**We are our greatest strength and limitation.**

“Transforming ourselves transforms our business.”

Business success comes in the form of rites of passage. We earn the right to move through each passage by completing the last. Not because we want to or think we have earned it, but because we’ve completed our lesson there.



Clarify how your greatest strength  
becomes your worthy opponent.

Keep this in mind as you run and lead your business.

Let go to grow.







### 3. Mind

**Our business requires alignment.**

“Build and operate using a solid foundation for success.”

Solidify your thought processes and center yourself with your values. Inventory and use your cherished beliefs and values to construct policies, procedures, and practices, inclusive of your employees, customer/clients, suppliers and prospects. Clearly define your mission, vision and goals. Establish smaller initiatives that support the larger, longer-term goals. Chart actions and measure them against results every day. Allow results to reveal themselves so your business can thrive.



Compare and contrast what’s happening in your business with your values, mission and vision. Constantly ask for what you need from yourself and others to realign.



What is your mission? (Higher purpose)

Lined writing area for the user to write their mission statement.



Circle your three to five most cherished core values.

Values are your cherished sensibilities. You use them consciously and unconsciously to make decisions. Your values affect every aspect of your life and business.

Abundance

Achievement

Accomplishment

Adaptation

Adventure

Affluence

Attitude

Ambition

Balance

Beauty

Birth

Boundaries

Brotherhood

Excellence

Capacity

Capability

Challenge

Clarity

Communication

Compassion

Change

Commitment

Community

Creativity

Care

Courage

Courtesy

Cooperation

Competency

Compliance

Delight

Desire

Dignity

Diversity

Discipline

Discernment

Education

Efficiency

Empowerment

Energy

Expectation

Faith

Fellowship

Flexibility

Follow-through

Forgiveness

Freedom

Friendship

Fun

Enthusiasm

Generosity

Goals

Grace

Gratitude

Harmony

Healing

Health

Heart

Honor

Honesty

Humanity

Humor

Inspiration

Joy

Leadership

Light

Loyalty

Love

Management

Mastery

Integrity

Obedience

Opportunity

Openness

Passion

Patience

Peace

Presence

Prosperity

Play

Power

Proficiency

Purification

Purpose

Quality

Release

Reliability

Responsibility

Rules

Service

Sisterhood

Simplicity

Skilled

Spontaneity

Stability

Strength

Structure

Success

Surrender

Sustainability

Systems

Synthesis

Stability

Talent

Teamwork

Tenderness

Thoughtfulness

Truth

Value

Victory

Willingness

Worth







What is your business vision? (How do you picture the outcome of running a business?)

Near Term

Long Range

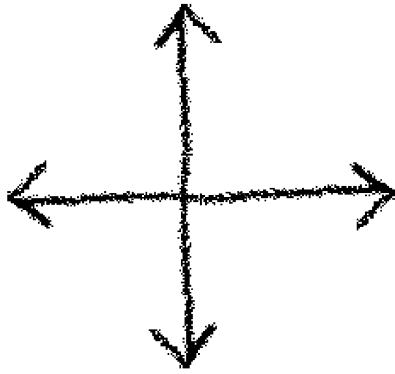












Notes

Lined area for taking notes, consisting of horizontal lines on a vertical background.

### 7. Competency

**Our business demands specific skills of us.**

“Your business holds you accountable to what it needs.”

Measure required competencies.

The three key results areas in running any business profitably are leadership, management and supervision.



Create a clear ideal job description for yourself. Hold yourself accountable to what your business needs.

Evaluate your own performance regularly.

Not just in the areas you want and like, but in which your business needs you most.

Be vigilant in your continuing education and supportive of others within your organization.

This Secret could be the most important of all...





## **BUSINESS OWNER | GENERAL JOB DESCRIPTION**

**NATURE OF THE ROLE** | A business owner or entrepreneur is responsible for the growth, stability, direction and everyday operation of the business.

### **CRITICAL SKILLS REQUIRED**

- Personal Effectiveness
- Planning
- Goal Setting/Meeting Deadlines
- Monitoring & Redirecting Company Performance
- Leadership
- Management
- Supervision
- Coaching, Counseling & Role-Modeling
- Staffing
- Negotiation
- Problem Solving
- Professionalism
- Managing Change
- Team Building
- Systems Expertise
- Technical skills and abilities related to your industry

### **DUTIES & RESPONSIBILITIES**

First and foremost, the financial integrity of the operation; overseeing or conducting the following, but not limited to: administration, marketing and sales and new business development, management, organizational development and leadership, recruiting personnel, staff development and supervision, plant/facilities oversight, technology integration, productivity/production and resource management and development. Negotiating contracts with suppliers and vendors, new product or service development. All state, federal and local government and regulatory body compliance.

### **WORK HOURS & COMPENSATION**

Business owner and entrepreneur salaries vary widely depending on factors such as size, industry and geographical location.

An entrepreneur's work environment depends on the age of the business, the industry, and product or service, and may include retail storefronts, commercial office space or a home office. The number of hours a business owner works usually depends on the workload. While they can enjoy flexible schedules and some freedom, they may also need to work longer hours.

**CURRENT BUSINESS OWNER JOB DESCRIPTION WORKSHEET I FILL IN THE BLANKS**

NAME: \_\_\_\_\_

**JOB TITLE AS YOU SEE IT TODAY:** \_\_\_\_\_

INTRODUCTION | The purpose of this document is to capture how you currently see your role with your organization. Please keep your answers short. Once you are clearer about your current role, you may want to proceed to developing your “ideal job description” as well, so that you may set goals to reach your ideal situation.

**Nature of the work you perform:** (Brief overview) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**KEY AREAS OF RESPONSIBILITY:**

_____	_____
_____	_____
_____	_____
_____	_____

**JOB DUTIES AND TASKS:** Please list your Daily; Weekly; Monthly; Quarterly; Semi-Annual; and Annual Duties and Responsibilities. Please mark them according to frequency. “D” for Daily, etc.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**IDEAL BUSINESS OWNER JOB DESCRIPTION WORKSHEET | FILL IN THE BLANKS**

NAME: \_\_\_\_\_

**JOB TITLE AS YOU SEE IT TODAY:** \_\_\_\_\_

INTRODUCTION | The purpose of this document is to capture how you currently see your role with your organization. Please keep your answers short. Once you are clearer about your current role, you may want to proceed to developing your “ideal job description” as well, so that you may set goals to reach your ideal situation.

**Nature of the work you perform:** (Brief overview) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**KEY AREAS OF RESPONSIBILITY:**

\_\_\_\_\_  
\_\_\_\_\_

**JOB DUTIES AND TASKS:** Please list your Daily; Weekly; Monthly; Quarterly; Semi-Annual; and Annual Duties and Responsibilities. Please mark them according to frequency. “D” for Daily, etc.

\_\_\_\_\_  
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## Business Owner Skills Inventory

\_\_\_\_\_  
(NAME)

\_\_\_\_\_  
(DATE)

**INSTRUCTIONS:** This tool has been designed to provide insight into one's-own very personal experience. Your job is to take this information and use it constructively. As always you decide what works better for your business. Because every industry has very specific technical requirements, we have chosen to exclude that portion, focusing instead on the remaining primary skills required to run any business. We recommend that if you feel your technical skills are not up to par, in your estimation, you address that issue separately. **IMPORTANT:** For best results, please answer the questions the way things are currently.

**HOW TO SCORE:**

Circle one for each – 10 POINTS = ALWAYS – 5 POINTS = SOMETIMES – 1 POINT = NOT YET

ALWAYS  
SOMETIMES  
NOT YET

**Personal Effectiveness – Am I personally prepared for each day's success?**

- I use a to do list to anticipate my daily and weekly monthly tasks and schedule my daily work..... 10 5 1
- I take time each day to prepare for tomorrow. next week and next month ..... 10 5 1
- My desk is organized and records are easily and quickly accessible..... 10 5 1
- My role is well defined and easy for me to implement..... 10 5 1

SUBTOTAL

**Planning – How well do I anticipate the needs of my company and staff?**

- Our company uses a business plan ..... 10 5 1
- I include my CPA, attorney, business advisors and stall in planning activities ..... 10 5 1
- I take time to plan for my company's needs. annually and quarterly..... 10 5 1
- I like time to plan with staff regularly..... 10 5 1

SUBTOTAL

**Goal Setting/Meeting – Am I consistent in measuring and celebrating progress?**

- I clearly understand how goals impact my business ..... 10 5 1
- I take time to lead my company in the goal setting process..... 10 5 1
- I set goals in sales, productivity and in the financial areas of my business..... 10 5 1

SUBTOTAL

**Monitoring & Redirecting Company Performance – Do I use outcomes of goals to change business direction?**

- I clearly understand the leading financial indicators predicting the financial health of my business ..... 10 5 1
- My bookkeeping system or bookkeeper avails me of the necessary information to make decisions..... 10 5 1
- I redirect my company 's efforts based the outcome of goals versus actual performance comparisons..... 10 5 1
- I use my financial statement to make larger purchase & longer range business decisions ..... 10 5 1

SUBTOTAL

**Coaching, Counseling & Role-Modeling – Am I a good role model?**

- I walk my talk ..... 10 5 1
- I follow through on my commitments without excuse or reasoning why I didn't ..... 10 5 1
- I am quick to listen, slow to respond [have developed good listening skills] ..... 10 5 1
- I know the right time, location and approach to coaching, counseling & mentoring others..... 10 5 1
- I have objective evidence my skills have brought about positive change in others..... 10 5 1

SUBTOTAL

**Staffing – How well do I spot talent and recruit?**

- I know how to analyze job requirements ..... 10 5 1
- I know how to objectively compare qualifications against job requirements..... 10 5 1
- I know how to use documents and interview techniques in the selection process..... 10 5 1
- I make sure the best qualified person is hired for each position..... 10 5 1
- I use a vacancy in the company to reorganize and make better use of impacted employees ..... 10 5 1
- I choose positive people to work in my business..... 10 5 1
- I include the input of key employees in the hiring process ..... 10 5 1

SUBTOTAL

TOTAL THIS PAGE



**Negotiation – Do I take charge of results not necessarily entirely within my control?**

- I ask for what I want from employees, suppliers, vendors and customers ..... 10 5 1
- I am willing to seek more favorable terms and prices for goods and services my business needs..... 10 5 1
- I see I have nothing to lose in seeking "a better deal"..... 10 5 1
- I am not put off by confronting challenging situations directly..... 10 5 1
- I have read a book, article, taken a class, listened to or watched a training tape or video to polish my negotiating skills..... 10 5 1

SUBTOTAL

**Problem Solving – How do I perform against challenges to my business?**

- I use a system to solve business problems..... 10 5 1
- I quickly, decidedly and easily address problems within my business with little anxiety..... 10 5 1
- I embrace key people decisions before they have too much negative impact on my business..... 10 5 1

SUBTOTAL

**Professionalism – How well do I balance the demands of my business?**

- I seek excellence/best practices standards in myself and those who work with me—Quality is my goal..... 10 5 1
- My philosophy of professionalism is clear to me and I practice what I expect of others..... 10 5 1
- I conduct myself in ways that allow others to look up to me..... 10 5 1
- I keep myself up-to-date on all of the skills and techniques required to be a good manager..... 10 5 1
- I seek out the highest ethical standards possible..... 10 5 1

SUBTOTAL

**Managing Change – Am I good at leading my business through redirection?**

- I have a good reason for making changes in my business..... 10 5 1
- I involve employees in the changes I am making..... 10 5 1
- I put a respected person within my organization (often other than myself to guide changes)..... 10 5 1
- I provide training in values and behaviors on the "new way"..... 10 5 1
- I bring in outside help to assist in implementing changes in procedures and policy or training to support changes..... 10 5 1
- I encourage the use of symbols, like slogans, Logos, recognition events in support of the "new way"..... 10 5 1
- As change takes shape, I acknowledge and reward employees for their part in its success..... 10 5 1

SUBTOTAL

**Team Building – Do I take time to turn my group into a team?**

- When I recruit, I choose employees who can meet the job requirements and work with others..... 10 5 1
- I give employees a sense of ownership by involving them in goal setting and problem solving activities..... 10 5 1
- I encourage employees to work together to solve problems..... 10 5 1
- I talk with employees openly, directly and respectfully and encourage them to do the same..... 10 5 1
- I keep agreements with my people..... 10 5 1
- I help employees get to know each other..... 10 5 1
- I make sure employees have all the training and resources they need and expect in order to perform their jobs well..... 10 5 1
- I work with employees to resolve conflict quickly, before it becomes destructive..... 10 5 1
- I believe people will act appropriately, when they understand the benefits..... 10 5 1
- I am willing to replace employees who cannot meet reasonable standards..... 10 5 1

SUBTOTAL

**Systems Expertise – Am I skilled in the systems required to maintain my operation profitably?**

- I use my bookkeeping reports to control costs and measure results..... 10 5 1
- I use my profit and loss statement to make business decisions..... 10 5 1
- I participate in planning sessions regularly for my business..... 10 5 1
- I use objective criteria to make capital purchases for my business..... 10 5 1
- I include my resource team (accountant, CPA, others) to help me make good decisions impacting company direction or profits..... 10 5 1
- Our company keeps excellent records..... 10 5 1
- I use support staff to assist me in my/our work..... 10 5 1
- I actively seek out the advice of qualified professionals to improve my bottom line..... 10 5 1

SUBTOTAL

**SCORE KEY**

520 points or above! Excellent! Keep up the good work!  
 390 to 519 is good, however you may want to consider setting some goals as a life-long learner.  
 389 or below you definitely will want to pursue a planning session with a qualified advisor.  
 NOTE: This inventory has not been created to provide scientific or a psychological assessment.

TOTAL THIS PAGE

TOTAL PREVIOUS PAGE

GRAND TOTAL SCORE





## NEXT STEPS FOR ACTION:

### Choosing Business Wisdom Is A Powerful Decision

If you have gotten to this page, that means you've either perused or worked your way through this workbook.

If you have worked your way through this workbook and taken the time to conduct the self-lead exercises, the rest is up to you.

Yes you can gain greater personal satisfaction and profit using these very practical and simple insights, if you choose to put them into practice.

If you are interested in

- **freeing more of your time to live the life you desire**
- **If you want to relieve stress in your life**
- **If you wish to improve cash flow and increase profit**
- **If you want to attract the really great employees you deserve...**

then choose to do the true work it takes to become a wise business owner.

Apply what you are now more aware of to make an even more meaningful difference in your life and the lives of everyone in your business.

<end>