

MINDSTYLE MATTERS



The Entrepreneur **P.A.U.S.E.**

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MINDSTYLE MATTERS

Your MINDSTYLE is the way you regulate the time you spend paying attention to the outside information sources coming in, with the time you spend paying attention to the inside information sources created from your past experiences. The interplay between these two information sources, shapes your ability to make pivotal choices that determine your future success, happiness and fulfillment in both life and in business.

Successful entrepreneurs understand that in today's competitive business world, they must master three major challenges:

1. Successful cash flow and funding
2. Overcoming the competition
3. Successful time management

Where cash flow and competition are difficult in and of themselves, time management represents a completely different type of problem. The difficulty lies in an element that is often completely ignored...successful time management involves the *interplay* of *two* critical dimensions, *business* time regulation and *personal* time regulation.

Research indicates that 30 percent of all businesses in America fail in the first year and 50 percent fail in the first five years. Why? There's a clear and predictable reason for this. It's because the *two* critical time regulation dimensions we use to become successful (business and personal) must work hand in hand for an entrepreneur to deal with the challenges that lie "beneath the radar"... those that will emerge unexpectedly, and play a major role in the future of success or failure.

When we look at the issues of managing our MindStyle and how we regulate our time, we can point to a number of factors where time *tradeoffs* are made that interfere with our future success.

1. Unclear goals or objectives
2. Poor scheduling and planning
3. Trying to multitask too many tasks at once
4. Taking on too much work without delegation to others
5. Unnecessary meetings and calls
6. Lack of focus on the most important tasks
7. Loss of motivation or energy and inspiration
8. Procrastination
9. Inadequate time management skills or tools
10. Feeling overwhelmed by the amount of work to be done.

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When tradeoffs are made that turn into negative patterns of behavior, it takes *both* strong *business* and strong *personal* skills to uncover and shift these patterns to deal with the increasingly unpredictable challenges of business. Mindstyle Matters offers a program specifically designed for today's fast paced digital world, unlocking *both* your *business* and *personal* time regulation skills and creating an optimal alignment and interaction between them.

If you're an entrepreneur today looking to take your business to the next level, it's critical to understand that in order to reach peak productivity and success, you must overcome your time tradeoffs. Hidden and unconscious "blind spots" occur along the pathway of every entrepreneurs journey. When you fail to understand the relationship between *business* and *personal* time regulation, you'll typically fall short of your future goals—with no real understanding of what caused your failure.

Below is a partial list of some of the elements that continue to play a critical role in becoming a successful entrepreneur and to maintaining the effective leadership position that you may have already established. The most effective integration of these elements occurs with an approach that supports the interplay of both your *business* and *personal* MindStyle regulation.

- Driving new revenue streams
- Focusing on key time management strategies
- Embracing the challenges of the speed of change
- Establishing the key business foundations
- Creating and clarifying your entrepreneurial identity
- Independent and team planning strategies
- Setting and maintaining short term and long term goals
- Overcoming potential doubts and fears
- Risk assessment skills
- Changing circles of influence and unexpected contextual changes
- Defining and supporting employee roles and responsibilities
- Developing team and individual support circles
- Expanding leadership qualities and skills
- Integrating self care and well being strategies
- Establishing and upgrading basic business skills
- Supporting customer and client relationships

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With the increasing digital speed of change creating higher levels of uncertainty and instability, a step by step system using both *business* and *personal* time regulation is critical to deal with the increasing and unexpected challenges of becoming an entrepreneur.

The Entrepreneur P.A.U.S.E. is a unique five step process of problem solving, critical thinking and integrated personal development. Each of the steps are specifically designed to navigate and transcend the tradeoffs that are common to all entrepreneurs.

STEP #1: PREPARE

The PREPARATION step of P.A.U.S.E. involves setting up the P.A.U.S.E. PLAYBOOK, as a tracking and organizational tool to uncover, define and change the key elements needed for entrepreneurial success. This includes long and short term goals, a plan of action, techniques, strategies, tracking and support circles to keep the entrepreneurial process on target and successful.

STEP #2: ATTUNE

When our goal is to increase awareness of our *business* and *personal* information regulation, we must focus our attention on a number of internal psychological systems that act as both pathways and filters for self understanding. These include the sensory, physical, emotional and cognitive channels of information we use for uncovering and developing the critical elements of the entrepreneurial success.

STEP #3: UNCOVER

Our past life experiences and current lifestyle patterns represent information being updated and stored in our memory. There are a multitude of experiences that play an important role in how we are making our critical day to day *business* and *personal* decisions. This information can be accessed on several different levels ranging from surface, simple and easy, to deeper and more difficult. This stage of P.A.U.S.E. offers the tools to help you uncover tradeoffs and current roadblocks, that are interfering with your *business* and *personal* goals.

STEP #4: SHIFT

All of us make *tradeoffs* in life that interfere with our self development and future success. When we can expose these tradeoffs, we have a better chance of shifting our usual decision-making process to new choices that align with the new outcomes we need to create a more successful future. A variety of strategies are then available, to change elements that are interfering with our success and to shift them into elements that support future growth.

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-STEP #5: ELEVATE

Change is most often not instant or immediate. As much as we would love this to be the case, patterns of behavior are created over time and therefore need time to change.

Elevation is the process of development where the new and progressive changes we make in our *business* and *personal* development are translated into new and progressive action patterns. The final process of elevation for the P.A.U.S.E. process, is designed to develop and sustain our consistent progressive actions, for a time period that establishes new positive patterns and habits.



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By following the **Entrepreneur P.A.U.S.E.**, you create the potential to break free of limiting tradeoffs and patterns, and to gain clarity on how to move both your *business* and *personal* development forward, with a renewed sense of purpose, passion, direction and focus.

The process is specifically designed to help you understand the interplay between your *business* and *personal* MindStyle dimensions.

The **Entrepreneur P.A.U.S.E.** provides a roadmap to help you make sense of the immersive and accelerating circles of influence that surround you. This enables you to think more strategically and access new levels of self understanding, creativity, insight and innovation.

Mindstyle Matters can work with you on a one-to-one basis, or through our specially designed workshops and seminars to help you unlock your full information processing potential and to maximize your future success.

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**OUTER
INFORMATION
SOURCES**

**INNER
INFORMATION
SOURCES**

