

Blog entry #17; You Create from Hope, Not from Fear

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I frequently get calls from people who are facing problems, severe problems, problems that are threatening their businesses. At the moment they call, they are afraid that something awful will happen to their business. The usual scenario is the fear that the business will run out of money-they are suffering a cash flow crisis-and the business will fail.

Usually a cash flow crisis is an indication of much deeper problems. Cash flow or the lack of cash flow is a symptom and not a cause of business failure. If a business or business owner does not have a good foundation-both in the personality of the owner and in the business itself, it is only a matter of time till the symptoms start to appear.

The single most important ingredient in a successful business is the creative mind of the owner. A successful business is a wonderful outlet for a creative mind. Keeping the owner's mind creative and free of fear and other distractions is the first task of the owner.

You can not create and manifest from fear. Fear causes you to do the expedient thing, not the wise thing. Once you are in the downward spiral of fear, one expedient thing follows another and the business is soon "circling the drain" waiting for the next expedient thing to take it down.

Each wise action makes the business stronger. It enters the upward spiral. A flow of creative ideas feeds on itself and the business constantly improves, gets richer and stronger and builds lasting value, both for it's customers and for the owner.

Few people notice the different mindsets that generate these very different business outcomes. The owner who cultivates a generosity of spirit and a hopeful attitude attracts like minded customers. The owner who is hobbled by fear attracts fearful customers and suppliers and the business is soon caught in the downward spiral.

Getting the "mindset" right is not an easy thing. Some people come out of childhood with a mindset of creativity and hope. But, if you are not one of these lucky ones, then you must embark on a journey of creating that mindset for yourself. This may take a short or a long time, but until you can keep and regain your center and stay grounded in hope, I don't believe you can't create a successful business.

Finding that creative mindset is a highly individual effort and is part practical organization of your time and focus, and often involves a spiritual connection that is unique to you. The Profit Process can help with some of the practical aspects of creating the mindset that fosters success. We don't begin to suggest a preferred path to a connection with the divine or even that you should believe in the sacred.

It has just been my observation, that more often than not, successful people have a connection to something "other,"

something that centers their lives and gives them discipline, inner strength and focus.