



The Power of Self in Business

By Vicki Davies

In response to Jim Frew's article on "The Importance of Business Skills in Creating a Successful Practice" published in "The Journey" (Reiki Australia newsletter).

I found Jim's article to be very thought provoking. As well as having practiced as a Reiki Master/Teacher for many years in my own business, I have also practiced as an accountant. This I have done over the past 8 years in public practice preparing financial statements and income tax returns for my clients' businesses.

As an accountant, I have seen many clients, spoken with them about their business, and prepared their financial statements and tax returns. I have observed that some clients have a successful practice financially and others struggle to make a profit. I have discovered that there are certain attributes that the more successful ones have within themselves. It does not matter the size of the business or the number of employees, whether the business is run under a trust, partnership, company or as a sole trader. What does matter is the *owner of the business*. This person has learnt a number of skills on top of those that make his or her a master of their specialist craft. These are: 1) how to manage themselves first and foremost; 2)

how to administer their business; and 3) how to manage their business.

I see this as a series of articles and in this one I would like to begin to address the issue of managing the self.

When a person begins a business, that person has taken courage in hand and set up their business planning to assist people who have a need for the type of business/service they offer, and make a great living while they do this. At this point in time, the new owner of the business is an entrepreneur (the dreamer, the schemer); a manager (the supervisor of tasks to be performed) and the technician (the one that does the work). This means they are good at what they do, they want to offer the service to others and be paid the market rate for that service. The doors

open and business begins. They put hours and hours, days and months into the business often to the detriment of their own

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self and in many cases their family as well. They are experts in their own fields, and they want to share their skills and knowledge, build the business and make it successful. However, how can a business be successful if the owner does not take care of his/her self?

This person, we will call her Michelle, is excellent at her trade. She is bringing in many clients, but she is starting to lose enthusiasm because she is constantly tired. She is working long hours, 7 days each week. She has taken the work she loves to do and turned it into a job. She has operated her business according to what she wants as opposed to what the



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business needs. What can she do? To start with I suggest that she can look at the following:

1. Work **in** her business only 4 days each week.
2. Work **on** her business for at least 1 day a week.
3. Take at least one day away from the business each week.

In keeping to the above "schedule", over time, Michelle will have more enthusiasm, more energy and can ensure her business is moving towards her overall goals, and not just 'treading water'. In working **on** her business, she will do the marketing, the administration, the management, the paperwork, the planning and all that makes up the administering and managing part of her business. Then, when she is working **in** her business with her clients, she will be 100% present with her clients. She will not be thinking of the other business work she needs to do in the evenings over the

weekend and wondering if she will ever relax. When she also takes at least one day a week away from the business she will find she is refreshed for herself and for her business.

The next step will then be to determine which of the technician, manager and entrepreneur is the strongest skill, and then learn how to utilize each of these business skills to her utmost abilities. When she looks at the different business parts of herself, she will learn her strengths, and learn when each part is dominant and become mindful of how she runs her business.

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