

Personal Growth Before Business Growth

Is your business growth sluggish or even on the decline? Maybe you have been contemplating starting a business of your own. If you are a regular reader, you know that I am a strong advocate of personal development along with career planning. Remember this: Your business is merely an extension of you. If you are directly involved in your business development, you



have probably noticed how it is a reflection of your personal well-being.

Here's my advice: Don't separate the two. No. I'm not advocating taking your work home with you...never! However, whether you know it or not your personal life has a huge bearing on your work.

Imagine a salesperson with low self-esteem...if you can. How effective will they be? Regardless of how hard they push to sell something, without feelings of self worth, they are subconsciously driving customers away! The same is true with all of us. Without personal growth, our business cannot naturally grow into a healthy and lastingly prosperous enterprise.

Of course, by now you have probably thought about the book The Secret which promotes and explains the law of attraction in our lives. The law applies across the board, whether we are at home or in the workplace. Our thoughts actually do attract results. Why not create those positive results?

Many know me as a real estate mentor and lecturer, but the truth is that I am firm believer in personal growth long before attempting to start and run a business. Statistics consistently indicate that most new businesses fail within the first couple of years. What would the numbers be like if all entrepreneurs were to focus on a personal development plan prior to launching their businesses? I'm willing to bet the number of successes would go through the roof!

At my company, Invesdoor™, we enjoy working with people who are determined to improve themselves as well as help those around them. That is why early on, we spend time with our students and clients on their personal goals as well as their professional goals. I believe that the secret to success out in the public is to have had success with oneself. That is why I have gone on record that we only accept passionate, positive-thinking, motivated people in my real estate mentorship program. Otherwise, we're both wasting our time and resources.

So, are you ready to develop and grow your own business? Then why not give attention to your personal growth as that will continue as long as you live. "Personal growth before business growth;" that is a phrase you may wish to recite to yourself for a few days. If you do, you may find that, not only will your results be greater, but you will likely have more fun in your business too.

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