

I like to do things my own way. I don't follow crowds. Even as a little kid, I would deliberately do things differently from everyone else, not because I wanted to stand out but because I did things in the way that felt right to me. Can any of you relate to that?

I guess I have always understood my uniqueness. There are lots of contradictions in my life. I like to be lazy but I am also responsible. I reconcile them by figuring out the easiest way to get things done. I am an introvert but I love to speak in front of groups. The introvert part loves to create the presentation and the speaker part loves to share what I learn. I am thinker who prefers to act. The thinker is constantly at work – observing, gathering information but until I put thought into action, I am not fully satisfied. Are you sometimes a bundle of contradictions?

When my business started itself – yes, I was a little different in that I never had a dream of owning a business; it just happened – there was a lot I had to learn. Loved the learning process but I kept making the mistake of trying to run the business in ways that had been successful for someone else – some expert who was teaching me their method. I was trying to learn “this is how to do it”. It was like trying to put my triangular peg in their octagonal hole. The evidence? A sense of struggle – of hard work often accompanied with a lack of success. Are you struggling with certain aspects of your business – working hard but not getting anywhere?

It took awhile to get back to my childhood method of looking at the how from more than one perspective and then creating the one that felt right for me. Observing others but not copying them – instead, using that learning to discover the one way of doing it that flowed, that was easy and effortless because it was so exactly me.

That's what I help my client's do – discover the way of running their business, accomplishing projects or turning ideas into action that is totally uniquely in line with how they naturally think and work because when 'how' is aligned in that way everything flows, everything is easy, everything makes total sense.