

What's Your Best and Highest Use®?

How can I start to make it better?

To achieve professional and business growth we are told that if we: follow our passion; find our focus; and have fun that success will follow.

Most every one is partially focused. But you as an owner cannot be unfocused, despite achieving success in business, some owners and their companies still have a fuzzy professional reason for being. And some pursue this quarter's business objectives, assuming that achieving these will lead to success and happiness. Without defaulting to the spiritual for answers, let me suggest a practical and secular solution. If an owner or his or her company can uncover their Best and Highest Use®, there is a much higher chance they will be successful, achieve their objectives, and have fun. It is logical that if we focus on what we think we do well and another individual or company values this activity, satisfaction will increase. So, simply stated, if any individual focuses on their Best and Highest Use, good things are more likely to happen.

What is your personal Best and Highest Use?

Clarify your Best and Highest Use by answering the following questions about yourself. Use the worksheet below to answer the questions.

Step 1: What do you love to do?

Step 2: What do you do really well?

Step 3: What does your company, marketplace and your community value you the most for providing them?

What do you like to do, both in & outside your company?	What are you really good at doing – skills, knowledge, behaviors, etc?	What does your company, marketplace and your community value you the most for providing them?

What's Your Best and Highest Use®?

Do you notice overlap between what you like doing, do well and what you are valued for doing? This is your Best and Highest Use

Conclusion

When you have determined and applied the above steps, you will be surprised at the results. Your confidence and comfort zone will increase with the affirmation you receive from your employees, customers and partners. And, in turn, you will not feel so dependent on individual buyers or employees because if they don't value your services, others will. So, as an individual, focus on your Best and Highest Use®. The results will be success.

Have questions and thoughts on how to do this? Contact me at (412) 973-2080 or abirol@andybirol.com.

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