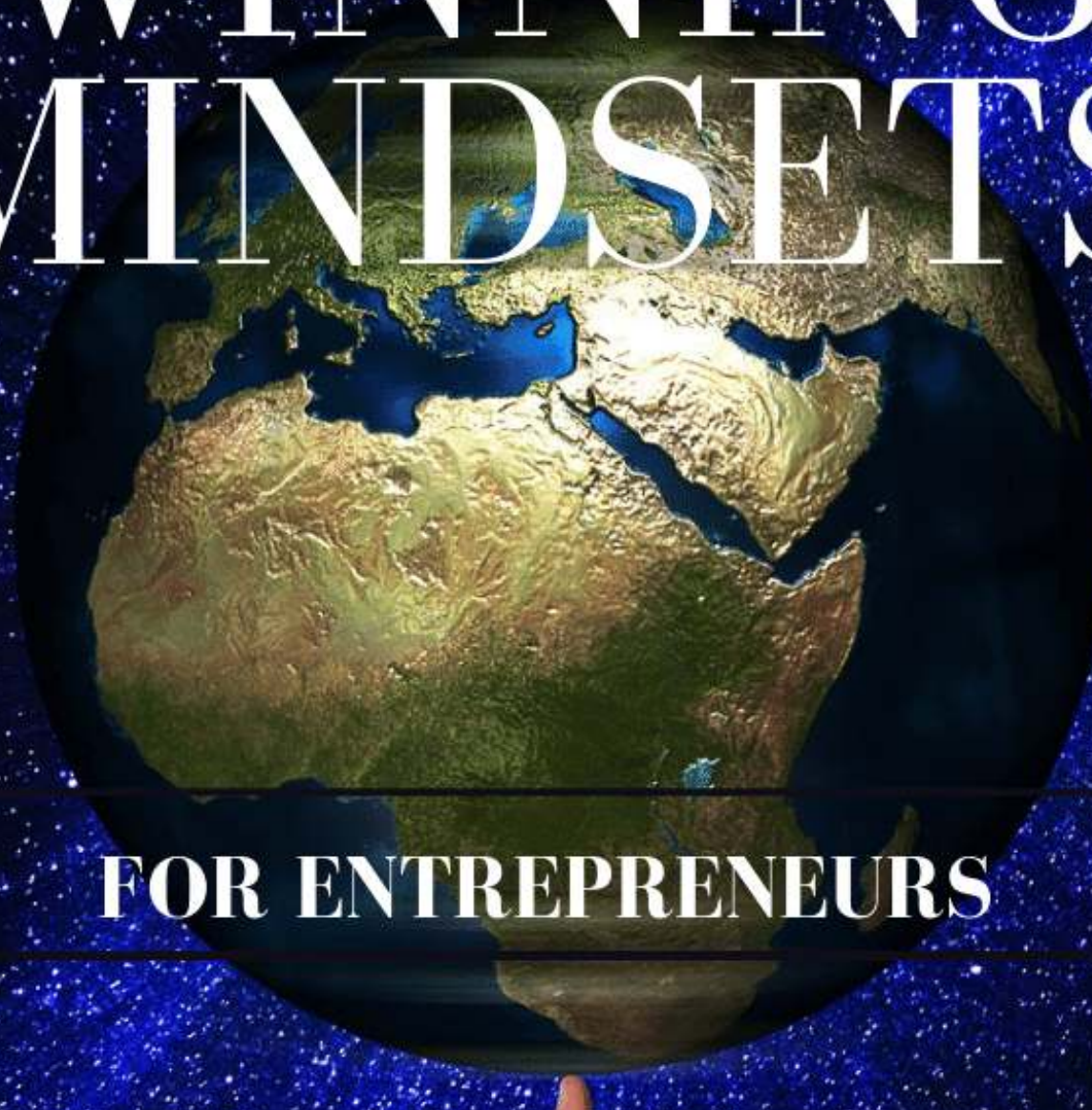


— *Designing* —

WINNING MINDSETS



FOR ENTREPRENEURS

LOUISE VN LIEBENBERG

A little bit of useful information...

Our own attitudes, habits, emotional maturity, self-esteem levels and coping skills determine our life outcomes – in our professional lives as well as our private lives.

As these skills, or lack of skills, tend to play out the same in both areas of our lives, it serves us well to pay attention to them.

Our subconscious learning plays an enormous role, but by being aware of our blind spots we can address our unconscious self-defeating behaviors by using front brain logic, greater awareness and repetition of healthier behaviors.



Limiting Beliefs in the Workplace Worksheet

Is this you?	Yes or No	Change to healthier belief
I have to do everything myself if I want it done properly.		I choose not to harm myself anymore by overworking, so I will set clear expectations and well defined tasks for my support team.
Everything has to be perfect.		Good enough is better than not done. A missing full stop has yet to kill someone! When I set impossible expectations because I fear judgement I discourage everyone around me. When I am accepting of realistic standards and I show appreciation for good work my team improves.
I will never get good support.		I am worthy of support, just like everyone else on this planet. If I am not getting support it is because I do not ask, or my expectations are low, or I choose the wrong people.
I do not like saying 'No'.		Boundaries are necessary if I want to protect the good things in my life. I set appropriate consequences, I communicate them clearly and well in advance and I let people have their consequences. I am not willing to be other people's adult.

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I cannot ask help – I will look weak.	The best performers ask help and learn from the best. They know it is better to learn from other's mistakes than from their own.
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I cannot be wrong.	Failure is not being 'wrong'. Failing is not learning from our mistakes.
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Everyone fails at some time or other. The best get up, dust off their knees and use the experience as a teaching moment.

I feel awkward checking references.	Check references! This is business, and people-pleasing has no place if your business is to thrive
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I do not hire over-qualified people. They will not be interested or they will leave.	I deserve the best support. There is no such thing as over-qualified.
	Everyone will leave eventually, so I will use the very best I can afford for my own and my business's sake.

There is no time for fun and play.	This is my childhood learning and it is interfering with my health and happiness.
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I now know that in order to remove excess harmful cortisol from my body I need proper rest, nutrition and fun. After working hard it is time for playing hard. Doing it regularly keeps me healthy, sane, focussed and energized.

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Other people's needs are more important than my own.	I am the one who is responsible for my own happiness, needs, wants and self-care. I choose not to be codependent and put others' needs ahead of my own.
If I can control everything, I can keep my customers, employees, family etc. from becoming upset, being harmed.	I cannot control everything. I can prepare as well as humanly possible, but then I need to let go of what I have no control over. By letting adults be adults they learn their own lessons and consequences, and become better at navigating life
To be acceptable everything must be perfect.	I was born acceptable. Whose harsh standards am I trying to conform to? Would I treat anyone else so mercilessly?
If I please everyone, everyone will be happy.	I am not Nutella. I need to make myself happy. My own opinion counts the most to me. When I am authentic I draw the right people to me.
The real me is not a good person.	I was born acceptable. I do not need to change myself like a chameleon to fit into other people's expectations. I do not need to project what I think will make me acceptable. I am me and that is enough.

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I dare not show emotions. I will look weak.

Vulnerability is the trademark of the strongest, and I am willing to be real without going into victim mode. I am willing to express my weaknesses as I know everyone has flaws. I do not need people in my life that will judge me for being human and I know that my vulnerability attract my tribe into my life.

Loyalty is more important than the quality of the relationship.

I do not give loyalty if it is not earned.

Expressing anger is not appropriate.

I know that anger expressed appropriately and in a self-respecting way is healthy. My anger does not control me, nor am I determined to always just be 'nice'.

My employees become my responsibility, and I view us as a family.

My employees entered into a business agreement, in which they deliver the required work and I pay the agreed upon remuneration.

They are adults, and it is their responsibility to take care of their personal life, not mine. I can have compassion but need not take over their role as adults.

If you found yourself go through these limiting beliefs and identified with more than just a few, your best course of action is to find yourself a coach specializing in limiting beliefs and to scale yourself right out of it.

You are worth investing in, and the faster and the better you identify the root causes and reframe them, the more spectacular your rise will be.

Internal Self-Esteem and External Self-Esteem

If you're a high-achiever who is driven to succeed you likely have External Self-Esteem in oodles! External self-esteem is about what we do and achieve, not about who we are. Although external self-esteem is useful in building our self-image and confidence, it's only when we celebrate **who we are** – not **what we do or own** – that we've repaired our self-image and can live as healthy adults.

Sometimes we firmly believe that we've good self-esteem. Yes, some people do truly like themselves, but often a dead giveaway of low self-esteem is how we let ourselves be treated – again and again and again.

When we have mainly external self-esteem we become:

1. Either burned out by the need to overachieve, where no achievement is ever enough.

Or

2. Utterly paralyzed by fear of failure.

We repair our interior self-esteem by *deciding* to like ourselves.

Big self-esteem hurts are better sorted out by a coach, as we are mostly unable to see our own blind spots. Invest in a self-esteem coach, and scale yourself into the highest level.



Setting Expectations and Choosing & Maintaining Your Team

1. Always get references and check them. People have patterns, and *will* repeat them. Believe their patterns!
2. During personal interviews, set tasks to test your interviewee. Think outside the box, to see how mature and considerate your prospective employee is. A friend of mine let an applicant type on another computer, but the real task is to see if the applicant will replace her electrical cord where the applicant borrowed it from. Small things will tell you a lot about a person. *Believe them*. It is not your responsibility to improve a human being, it is your responsibility to find the right person for the job so your business will thrive. You cannot scale without support.
3. Good employees do not need babysitting. They need clear directions, your expectations well-defined and workflow outlines and systems in place.
4. They need to know what your boundaries are and the consequences. It is your duty to differentiate between small transgressions that need small consequences and non-negotiables with big consequences. It is up to you to clearly explain these well in advance.
5. When you expect more you get more. Simple universal law: Your employee will show up better if you make it clear that you know they are capable, you will not accept anything but their best and that you view them as valuable team assets.
6. Guilting, blaming and shaming has no place in any conversation, not personal or in business. Stick to the facts, tackle one thing at a time, do *not* get personal.
7. Do not take things personally. Your employees are humans who do not do things 'to' you. They are late because they are disorganized or over-extended, not because they disrespect you. They deliver a bad report because they did not know their limits last night and have a hangover, not because your needs are not important to them. Reframing it thus takes the anger over-reaction out of it and you can apply consequences with a calm and clear head.

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8. It is a good idea to sometimes let people do things their way. Not always, but you will soon enough learn who will contribute great value and add to your product, and who needs to stay firmly within the prescribed systems. The best kind of employees is respectful of your wishes but eager to contribute their own expertise, thereby improving your offering and lightening your load.
9. You are allowed to change your mind. If an employee is not a good fit, you have exhausted your options and your expectations are not met, it is your duty to your business to find a better fit and move on – compassionately.
10. Seriously, go for the over-qualified. It is their own business if they settle for a lower salary, not yours! They will bring much gain to your business, even if they move on again. And high quality employees always learn something from you in return. That is how they become high quality. Do not be intimidated by their qualifications – remember that you are the mastermind behind your brainchild.
11. Do protect your intellectual property and set up proper employee contracts by using a legal professional. It is much better when everyone knows exactly where they stand.
12. A good work environment requires balance, like everything else in life. Do take interest in your employees' personal life. They are human beings! Just do not take on the saviour role. Rather say "I trust your best judgement in sorting out your personal problems."
13. Make time for socializing and laughter. Reward excellence.
14. Make time to really listen. Communication is equally about listening and talking. 'Being heard' is a basic human need, and discontent will brew when someone does not feel heard. This goes for personal relationships as well.
15. Never use guilting, blaming, judging or personal attacks as a form of communication or rebuke. That is unfair and abusing power. State clearly without emotion what the transgression was, the expectation, the remedy and the consequence. Do not bring emotion into it.
16. If you try and control absolutely everything, you will burn out. And that's a bitch, and hard to recover from. Rather invest in the quality of your team, do all the above, and let your team shine. Then you can sit back, have freedom, enjoy empowered team members doing their thing, and live a quality life!

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So, which do you want to create in your life?
This...



or...



Self-Respect is the Magic Bullet

Make a point of making all your decisions from self-respect and not from fear.

Fear reactions stem from:

- fear of judgment
- fear of blame
- fear of being wrong
- fear of rejection
- fear of abandonment
- fear of vulnerability
- money fears
- fear of not being enough
- fear of not being worthy
- fear of not being accepted

Ok, now toss all of those. Disregard them completely, treat yourself with more respect and make ALL your decisions from Self-Respect.

A few examples:

I respect myself too much to take that offer that is not worth my time.

I respect myself and therefore I am taking a proper break this weekend.

I aim for the highest level as I am worthy of it.

I respect myself too much to take someone's task out of their hands and finish it for them.

I respect myself and do not employ unqualified and emotionally unstable individuals.

********This one hack alone will make an enormous difference to your life. Even if you do not have that level of self-love and self-regard, fake it until you make it! Pretty soon your subconscious will catch up and it will come naturally.

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Facebook: <https://www.facebook.com/louiseliebenbergauthor>

Email: louise@i-nfinitepotential.com

Website: www.i-nfinitepotential.com

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International Bestselling Author,
Self Esteem Specialist, road trip
lover and rescuer of abandoned
cats uses her life experiences as
entrepreneur as well as her
counselling and life coach skills to
help you live your best life.
As a firm believer in your I-nfinite
Potential she will talk straight, help
you find your blind spots as well as
amplify your strengths.
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waiting!



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