
EPISODE 003 – THE BEHUMAN PODCAST – THE IMPORTANCE OF HAVING A PLAN

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Today I want to talk to you about some of my experience working 101 with people. What it fundamentally comes down to, is understanding the plan that somebody has.

You know it's so important to grasp the moment. And when you see something important that needs to be done to just do it, there and then.

You know today, It's Friday afternoon. I'm coming home from a couple of meetings and I've realized that.

You know, I've just got this moment, that I wanted to share something With You. And I could sit down later on, maybe I put on my headphones and get my microphone out and recording with good quality audio. The Fact is that when something happens in the moment you need to capture in the moment that's why I wanted to share this with you today.

Yesterday I met a friend of mine. we talked about business plans and the importance of having a business plan in business. What he was sharing with me was that for a lot of businesses, they make a business plan before they start the business. And then as time evolves the business plan gets out of date and it doesn't get updated. Maybe it's because the business plan was required for an investor or for a partner, or to get some funding. And then once the business gets up and running, obviously things veer off course. In the process of running the business. But the business plan is often left to one side because it tends to be quite a sizeable document that has your financials, and your markets and the strategies and the customer base and your logistics and the roles and responsibilities.

There's lots of lots of information in it, however, because it tends to be a sizable document it tends to take a fair bit of work to keep it up to date. Quite often, especially for business that have some predictability, In other words. You have a regular customer base or regular turn over and you looking at either growing or expanding or preventing your business from shrinking, so whichever way you are going, It's Never quite static but static enough that you could forget about the business plan, can still continue operating for a while.. And usually when the business plan gets to be refreshed is when you come to a junction, when you hit a road block, or when you get some sort of an obstacle that says, "if we continue down this road we won't have a business anymore".

So, what my friend said to me, "You know, this could be a challenge for lot of businesses. So, what I want to do is I want to bring the idea of a single page business plan to businesses. In other words, If you can actually write a business plan to fit in a single page and execute from those principles. You are a lot more like it to stay on course because it's easy to get a snapshot of what's in the business plan.

Another friend of mine recently. And she said. "You know it's true, I got a message from someone who said " I'm sending you this long letter because I don't have time to send you short one. The fact is , in order to write a short letter you need to be very precise and very exact in the words to choose in order to impart that knowledge imparted wisdom in less words rather than more. I think the same is true of a business plan. If you can actually capture that business plan in a single page - the key

fundamentals, the key markets, the key targets, the key strategies, the key metrics – all in a single page then you probably have all the direction you need to know if you are on track or not as you evolve your business.

Then I started asking myself, you know, if every business had a single page business plan, they would probably have a much better idea of the success that they are going to have and how close or how far away they are from that success as they go through life.

Then I said to myself, you know what this is exactly what's missing for a lot of people who come to me (first of all) looking for coaching. So, people come to me for coaching usually for one of 3 reasons.

The first reason is that they have lost directions, they are unfocused. They are looking for purpose. They are looking for direction and they are trying to figure out what to do in life. Sometimes we joke about calling these people "The Lost Souls". So, they are looking for purpose, they are looking for meaning and they find a coach or mentor to help them get back on track and find that meaning, that direction to work with them to make their life more fulfilling. So that's one category of people that I work with.

The second category I work with are people who have a symptom or problem that they are trying to address. In other words, they have a block that stops them from moving forward. They're scared of something. They have a phobia or fear or something that stops them from doing something or they have some sort of physiological problem. They have some sort of a disease and they are worried about it, and they have anxiety about that, so they want to get rid of anxiety or get rid of stress. Get rid of pressure. Get rid of fears and phobias and they want to do some therapy work around negative emotions or internal conflicts.

The third category are people looking to outperform other people in that field. So, they are performance enhancers. They're looking to enhance their performance.

Of the three categories, the first category - the category that I described as "The Lost Souls" - what's really missing for them is that they don't have a one-page business plan. Therefore, they don't have anything to measure success against because they don't know where they're going. So, what I started thinking about is the following: What would be the value of having a one-page Life Plan. A Business Plan for your life.

Now, that brings up stuff for some people. It certainly brings up stuff for me. Because some people obviously like to think they have choices in life and they don't want everything planned down to the nth degree. But, I think a Life-Plan can be as short or as long as you want. You could have a life plan that can give structure, that give you strategy and allows you to put metrics in place for the next year or the next 18 months or maybe the next 6 months or maybe for the next 5 years or the next 10 years. It does not have to be for the rest of your life and maybe it's something you would revise every 3, 4, 5 or 10 years.

But not having a Life-Plan written down probably means that you are not aware of a lot of the



assumptions you have about your life, and the assumptions you have about the direction you are going in life, and about the motivations and obstacles that help you move forward or stop you moving forward.

So, what decides to do is to put together a simple Life Plan template which asks some very simple questions.

The First question is "Where are you now?"

This question should be read in conjunction with episode one that talks about The Journey of Money, because The Journey of money helps you to establish where you are right now in relation to the Journey of Money, and also helps you to understand what are the typical Stereotypes that you come across - the stereotypical situations that you come across on the Journey of Money, whether you are actually struggling with a particular fear or conflict or whether you are looking at a certain behaviour that you didn't realize that you were exhibiting or a certain skill that's missing.

So, The Journey of Money on episode one gives you just some touch points for you to look at to work out where you are right now.

The second thing to look at is to really take some time out and to imagine what would life look like if you didn't change anything for the next 5 years.

In other words, If you continue going the way you are going right now, with the same beliefs the same skills, the same abilities, the same friends, the same family, the same colleagues. what would your life look like in 5 years' time? If you really want to do this at a deeper level, draw out the timeline. What would it look like in 10 years' time? In 20 years' time? What would it look like on your deathbed at the end of your life?

And then take a break do something else, then come back to this process at a different time and answer the third thing.

The third thing I want you to look at is to ask:

"What would my life look like if I had all the resources and skills that I needed to have in order to be as happy and as content as I needed to be in my life"? If I had everything that I needed, what would my life look like?

And that's the one I really want to focus on because that's the one that's out of reach at the moment. That's the one that is outside of your awareness, because that's not where your attention is going. Your attention is going towards the 2nd item there, which is your life as it will play it's self out if you don't change anything.

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