

WHAT IS THE DRIVING FORCE BEHIND THE FINAL, “I QUIT”?

By Shelli Warren

When you first hung out your small business shingle, or applied for that perfect Encore Career position you were likely thinking:

- ❖ “I can’t wait to get away from this awful job.”
- ❖ “I just want to be home with my kids.”
- ❖ “This dead-end job is going nowhere.”
- ❖ “I’m tired of working crazy hours and holidays.”
- ❖ “I know I’m worth more than they’re paying me.”

These and many other thoughts go through the heads of every would-be business owner, and every encore career enthusiast. They are often the driving force behind that final, “I quit.”

While they are great for lighting a fire, and inspiring you to make a scary jump to something new, they’re not so fabulous at motivating you to grow and improve. They won’t inspire you to increase your skills, raise your rates, be brave or authentic in your marketing and positioning. They won’t help you find the courage to hire a coach, dust off your resume, place that cold call to your connection or become the face of your brand.

To find the inspiration to make your business thrive, you have to identify the REAL WHY behind what you do.

Passionate Why

“Passion based” is a phrase that’s found a massive following in the past few years. It seems to be the holy grail of entrepreneurial adventures. For business owners, not-for-profit start-

ups, and laptop lifestyle seekers with a true passion for their field, it can be a strong motivator.

Some people are passionate about a subject, spending all their waking hours learning about the topic. Some are passionate about a market and would do anything to help their ideal client achieve his or her goals.

Whichever type of passion-based person you are, learning to harness that passion will help take your success to the next level. If you are seeking to work in an atmosphere where diversity is embraced, and where the leadership is fostered at every level, clearly communicating your passion will help you become the best candidate at a job interview. As you’re trying to create hype and support, including financial, for your awesome business idea, you’ll want to be able to share it in such a way that it creates a following.

Financial Why

Maybe you want to retire at 40 to travel the world or to send your kids to an elite private school. Maybe you love fast cars and dream of driving a Porsche.

Whatever your big dream, you knew you’d never make it while putting in time at the day job. While everyone seems to go on and on about those passion-based dreams, the truth is there’s nothing wrong with wanting financial fulfillment. Money is a necessary tool. We need it, and the more we have, the easier life is. Wanting more of it is nothing to be ashamed of, as long as you maintain your integrity and authenticity in pursuit of it.

Philanthropic Why

Plenty of people go into business so they can have more to give. You’ve no doubt heard of—or maybe even know—entrepreneurs and corporations who use their earnings to fund mission trips, build schools in war-torn, third world countries, and support a variety of charities at home and abroad. Others use the time freedom they’ve built into their business or encore career, to volunteer with local hospitals, animal shelters, and children’s organizations.

To find your own WHY, consider your biggest dreams. If money were no object, what would you be doing? **LH**

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