

# Wholehearted Business Transformation



Creating your ideal  
business and life  
beyond COVID-19



Nothing should go back to  
*normal*

Normal wasn't  
*working!*

2020 meme





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Wholehearted Success Coach



## Hi there,

Thank you for downloading my **Wholehearted Business Transformation** eGuide. I hope it helps you find clarity for your business and life, as we move through these trying times into “the other side”.

For a long time, I have been thinking about how we can move our world towards one that is kinder, more connected, and honours our planet with the love and respect it deserves. I've read many works from leading authorities on positive psychology, education, business, leadership, parenting, creativity, the environment – you name it. I've searched for answers and spent YEARS journaling about how I might be best able to share these insights with others.

But it never seemed the “right” time to talk about it... people were too busy, too disconnected, too self-directed to think about these things.

Until now!

The COVID-19 pandemic has provided us with a unique opportunity to press the “pause button” on our lives, and for many of us, it has allowed us to realise that our traditional measures of success – WEALTH, POWER and STATUS – are not really what matter most in life. The people keeping our society operating right now are not the ones who have “won” at life, but those we often take for granted – our carers and healthcare workers, teachers, cleaners, farmers, transporters and the many suppliers of our basic needs.

We've also discovered exactly how much of the richness of our lives depends on small, local businesses. How everyday interactions with our bakers, butchers and baristas make us feel part of a wider community. We are finally seeing how incredibly connected we are – to each other and to the amazing planet we call home – and we will NEVER take a hug for granted ever again!!

As small and micro business owners, we have power at the very grassroots level to transform our post-COVID society. Many of us have already slowed our lives right down to be more present for our families, active within our communities and considerate of our environment. We know how to do this!

With some new, more “wholehearted” pillars of success – PURPOSE, PROSPERITY and JOY – plus some real ACTION, we can help rebuild our economy and our lives to create a “new, better normal”. One that works not only for ourselves, but for all who call Earth home.

Are you ready?

*Cath xx*

*Tell me*

what is it you plan to do with your  
one wild and precious

*life?*

Mary Oliver



Pillar 1:

**Purpose**

# Vision, Values and BWAGs!

What does your ideal business and life look like?

Dare to dream a little!

This is the perfect opportunity to transform your business and life and do something different that takes you closer to living your dream and building a better world.

Be the change!

## **BIG Wholehearted Aspirational Goals (BWAGs)**

Ever heard of Big Hairy Audacious Goals? Well, BWAGs are sort of like that but less hairy and more wholehearted!

We need BIG goals to stretch us and to help us look beyond the ebbs and flows of our everyday lives. This Vision becomes our "true north", guiding us through life to achieve our dreams.

Project yourself into the future and think about how you would like your business and life to look in 3-5 years time - or even beyond. Reflecting on the following questions may help:

- > What have you achieved?
- > What is your income? How do you enjoy spending it?
- > Who matters most to you and how do you share your time with them?
- > Who are your customers and how do you help them?
- > What good are you doing in the wider world?

These are your BWAGs. In short, this is what SUCCESS looks like to you! By aligning your shorter term goals with your BWAGs, and taking daily action towards those goals, you will be able to achieve the success you dream of.

## **Values**

Our Values guide our lives and help us make decisions.

Recognising what values are most important to you, and aligning your business with some your core values, ensures your business remains authentic and real.

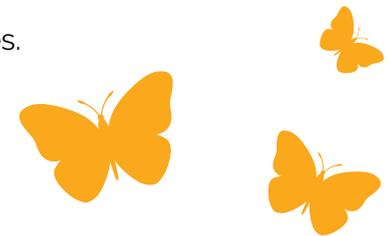
Business should be about more than making money (although this matters too)!

Identify 4-5 key words that define the core values of your business.

Put them in a place where you can see them every day, and use them as an anchor whenever you need them.

Use them in your marketing messages.

Live them every day!!



## **FOR WHOLEHEARTED SUCCESS, CONSIDER:**

- > What change do you wish to be in the world?
- > How can your business help you achieve that?
- > What core values underpin your business and life?
- > How are these values communicated in your interactions with your customers and marketing messages?

# Finding your Purpose

The idea of working from Purpose may be a bit of a cliché these days, but this is only because it is powerful!

The trouble is, identifying your true "life purpose" is a life-long journey. So how can you find Purpose for your business without spending all your time staring at your navel?

The Japanese have a concept called "ikigai", which roughly translates as "a reason to get up in the morning". It provides a perfect model for discovering Purpose in your work, and life as a whole.

It is simply the sweet spot where these elements meet:

- > What you're good at
- > What you love
- > What the world needs
- > What you can be paid for (or otherwise supported for)

While your skills, knowledge, experience and passions are unlikely to have changed during this time (unless you've been using isolife to pick up a new hobby or complete a course), our post-COVID-19 world will hopefully bring about changes in what people value.

The world is in great need of more environmental and socially aware solutions to everyday problems. People are longing for greater meaning and connection. Hopefully, we will be less interested in producing more "stuff" with ever greater efficiency (while ignoring the effects of pollution and excessive waste), and place more value on interpersonal relationships, community and living a full, healthy life.

Your business will need to adapt to remain viable. Can you do this in a way that brings you more into alignment with your Vision and Values, while providing more of what the world needs - and will pay for?



## FOR WHOLEHEARTED SUCCESS, CONSIDER:

- > How your skills, knowledge and experience can be used for the greater good
- > What do you most enjoy? What are you passionate about?
- > How can you bring more of that into your business?

There is no way to prosperity,  
prosperity is the *way*

Dr Wayne Dyer

Pillar 2:

Prosperity



# Why Prosperity? And what do doughnuts have to do with anything?

The English language is a tricky beast. The words we use are often coloured by a whole raft of thoughts and ideas that have nothing to do with the dictionary definition.

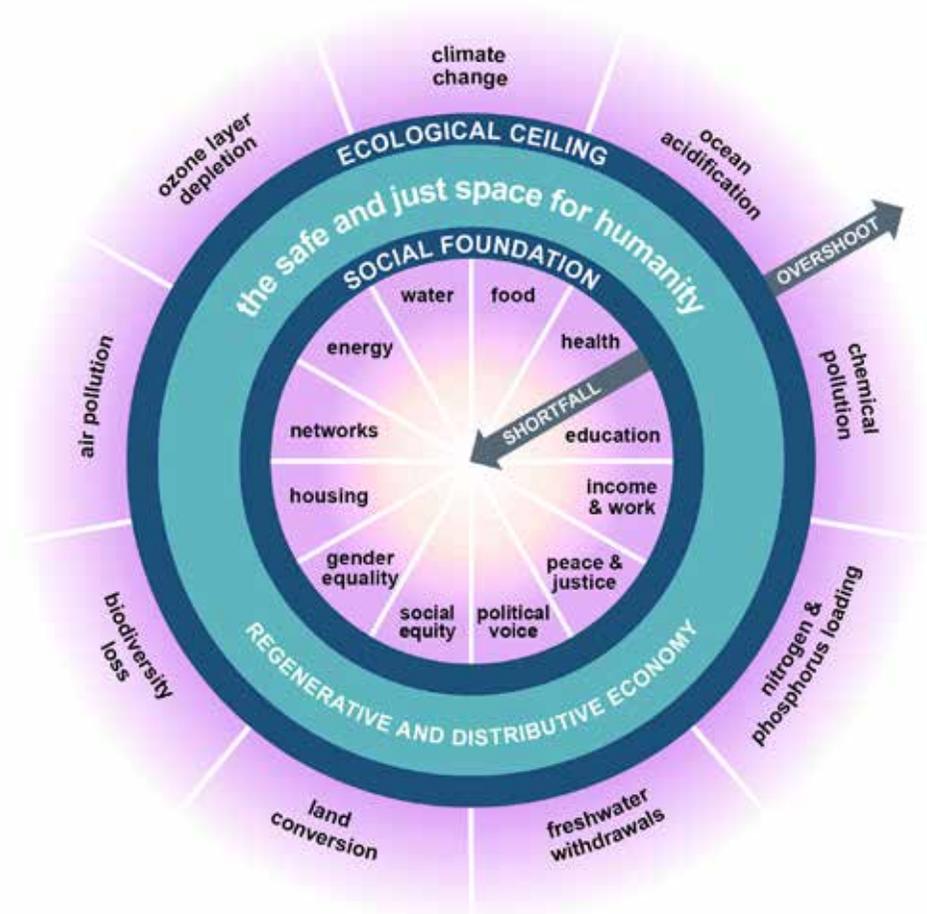
Many of the wise-ones who have come before me use the word "abundance" to describe this pillar, I don't. For me, the word "prosperity" is a better choice, as it has a "shared" quality to it (maybe it's just the old Star Trek saying "live long and prosper" that comes to mind). It's a word that speaks more to me of enjoying comfort without going overboard, and of sharing any excess with others, so we can all enjoy the benefits.

Our reality is that we cannot continue to keep taking from this planet. We have to learn to live within its limits. As more than one poster at last year's climate rallies proclaimed, "There is no Planet B!"

While we continue to accumulate "stuff", so many people miss out. How do we ensure we all get a fairer share, and still enjoy the many luxuries we have become accustomed to?

This is where economist, Kate Raworth's "**Doughnut Economics**" kicks in. This model offers an alternative to the continuous growth models that currently underpin our governments and economies. It provides a framework for creating sustainable prosperity for all of us – yes, even those currently falling into the hole in the middle. And it does this while considering the carrying capacity of the planet. It's a new model that is gaining recognition worldwide. The Netherlands have recently committed to using it for their decision-making once the COVID-19 crisis is over.

As small businesses, we often think we don't have much of an influence over what happens out there... but we do. As we've recently seen, small business is the lifeblood of the Australian economy. We can CHOOSE to offer goods and services that are more ethical and sustainable. We can also CHOOSE what we buy, and who we buy from. We are powerful!



## FOR WHOLEHEARTED SUCCESS, CONSIDER:

- > Does the world REALLY need this?
- > Is there a more ethical or sustainable way to offer this?
- > What does ENOUGH look like to me and my family?
- > If I have more than enough, how would I like to share my prosperity?

# Prosperity is about more than money!

Creating prosperity involves balancing all aspects of our life, not just the financial aspects of it. After all, money is simply energy – stored and shared.

How does your life measure up?

## Time

How busy are you? Is this busy-ness a joy, or do you feel overwhelmed? Do you use your time productively? Do you spend it living your best life, or are you constantly on the go, achieving little of real value?

## Money

Are you honouring your value and being paid what you are worth? Are you taking care of your financial life by setting up good systems, avoiding unmanageable debt and saving adequately for your future?

## Energy

Are you taking care of your health and getting enough sleep? Are you surrounding yourself (virtually) with people who support you, rather than drain you? Are you taking time to nurture and look after yourself?

## Wisdom

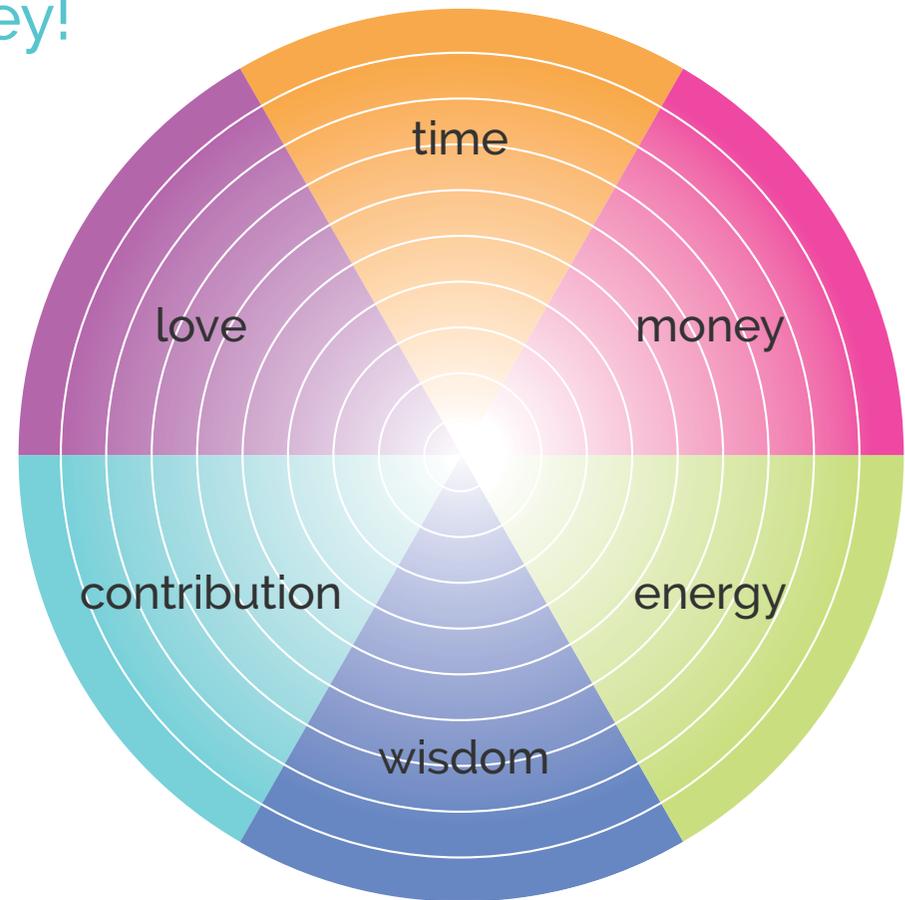
Are you learning new things and exploring the world with wonder? Are you tapping into your inner Knowing and reflecting upon your Purpose? Are you growing as a person? Can you use your Wisdom to guide others?

## Contribution

Are you doing work that inspires and fulfills you, while being of service to others? Are there causes you would like to support, either financially, in-kind or by volunteering? What legacy would you like to leave to the world?

## Love

Are you valuing your closest relationships and giving them the time and attention they need to grow? Do you have other positive support networks to help you live your best life – personally and professionally?



## FOR WHOLEHEARTED SUCCESS, CONSIDER:

- > Seeking balance. It might not always happen, but it's worth aiming for! Using the "Wheel of Life" above, rate each aspect out of 10 to help you identify any areas out of balance.
- > Practising gratitude. By focusing on what you are grateful for, you might discover you already have everything you need.
- > Check-in with your values. Are you spending your time, money, and energy pursuing those things that matter most to you?

We need *joy* as we need air...

Maya Angelou

Pillar 3:  Joy

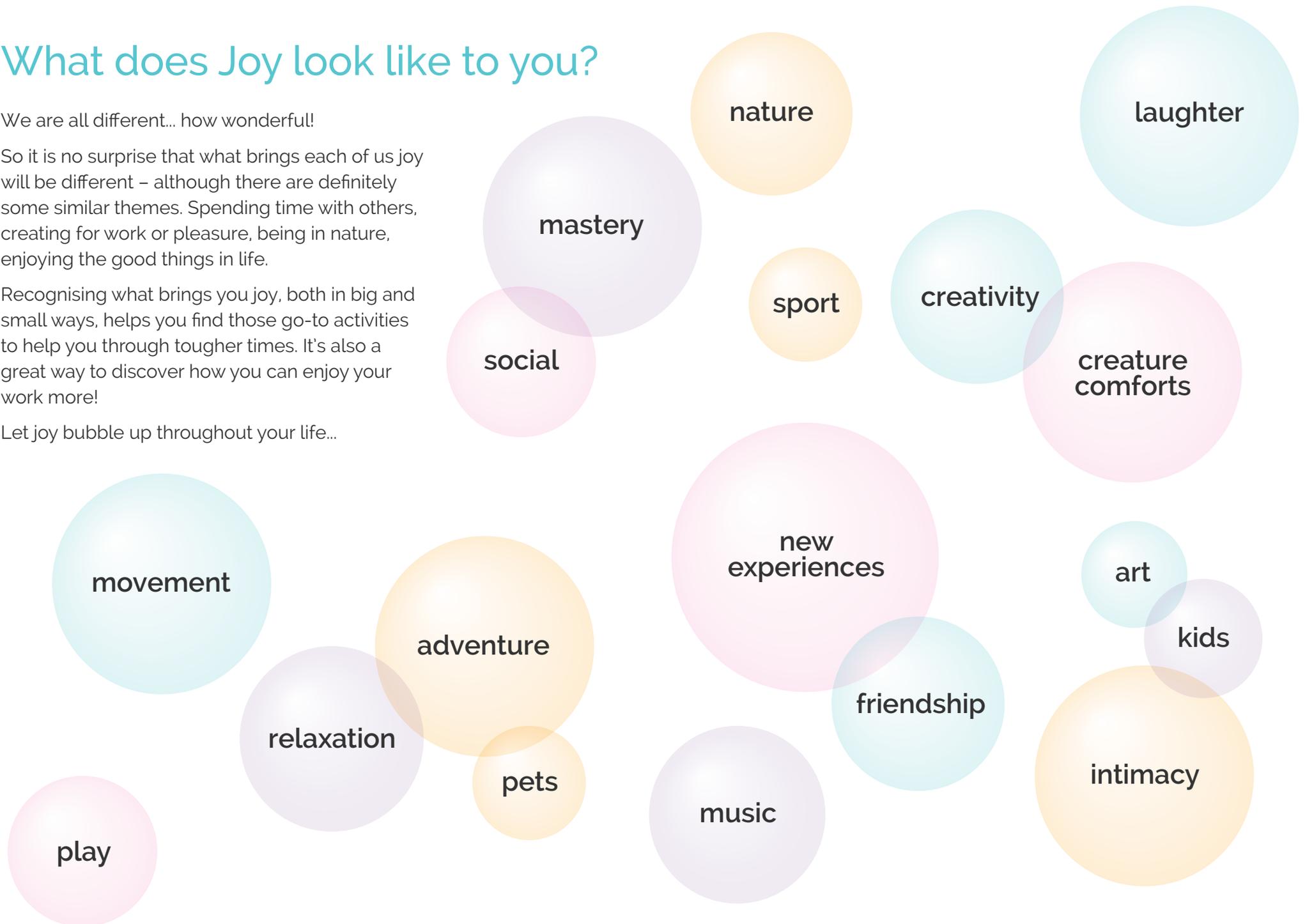
# What does Joy look like to you?

We are all different... how wonderful!

So it is no surprise that what brings each of us joy will be different – although there are definitely some similar themes. Spending time with others, creating for work or pleasure, being in nature, enjoying the good things in life.

Recognising what brings you joy, both in big and small ways, helps you find those go-to activities to help you through tougher times. It's also a great way to discover how you can enjoy your work more!

Let joy bubble up throughout your life...



# How to bring more Joy to your work (and make more money)!

For way too long, humans have been expected to separate our work and personal lives – with work often being seen as a hardship to endure or simply an avenue to provide the money we need, which we can then use to enjoy life outside of work.

What a wasted opportunity!

Our work is a huge part of who we are as a person, and can be our contribution to making the world a better place. We already invest so much of our time, money and energy working. Bringing more JOY into it every day can help us live a happier, more fulfilled life overall.

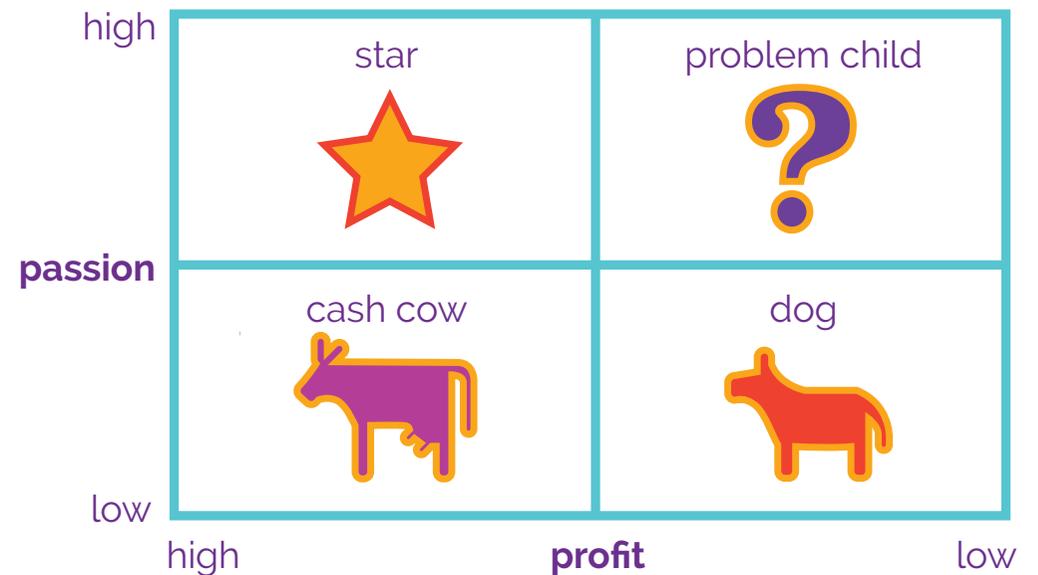
Each of us has incredible gifts to share – to improve the lives of others and make our mark in the world. We are here for a reason!. Your unique skills, knowledge, experience, creativity, ideas, viewpoints and passions are sorely needed, and there is no rule that says you can't have some fun along the way!

Of course, not everyone is privileged enough to love their jobs (at least not every day), but as small business owners, we have made a CHOICE to work for ourselves. We have nobody else to blame if we do things that fail to light us up!

The Product Portfolio Matrix is a simple tool to help you categorise your product and service offerings (or even your clients) to discover where to best use your time and talents to earn a living and grow your business.

It uses a simple 2x2 matrix to map out your current offerings by measuring PASSION (how much you care about this offer, product or client and how much you enjoy this work) against PROFIT. This matrix can then help you choose an appropriate strategy (STAR, CASH COW, PROBLEM CHILD, DOG) for each product, service or client

Using the matrix allows you to set priorities and grow your business doing what you love most. After all, you spend a considerable amount of your life working – so why shouldn't you LOVE it?



## FOR WHOLEHEARTED SUCCESS, CONSIDER:

- > What areas or tasks within your business do you most enjoy or feel most strongly about? What things would you do, even if you weren't paid?
- > What areas or tasks within your business make the most profit? Do you even know?
- > Adopting strategies to help you build a business you love AND make more money!
  - Focus on your STARS and invest your time, energy and marketing budget to nurture them to grow your business.
  - Eliminate your Dogs (albeit nicely if they happen to be clients).
  - Look for ways to get your Cash Cows and Problem Children working better for you.

The distance between

*dreams*  
and *reality* is called action!

Unknown

Pillar 4:

**Action**



# How to turn dreams into reality...

You've all heard of SMART goals, right? Specific, Measurable, Achievable, Realistic and Timely. It's a goal-setting method that's been around for decades.

There's only one problem... SMART goals are about small incremental change, not transformation! If you think about it, all the really brilliant things that have ever happened in the world happened because someone dared to DREAM. They weren't thinking achievable and realistic, or wondering how they could measure it later.

Your BWAGs are your dreams – your big Vision, your crazy ideas, your transformation goals, your life mission. So start there. Then set your SMART goals – the real-life projects and milestones that you want to achieve in your business – to help you achieve your BWAGs.

From there, you can set action plans - working out the tasks, time-frames and resources you need to get stuff done.

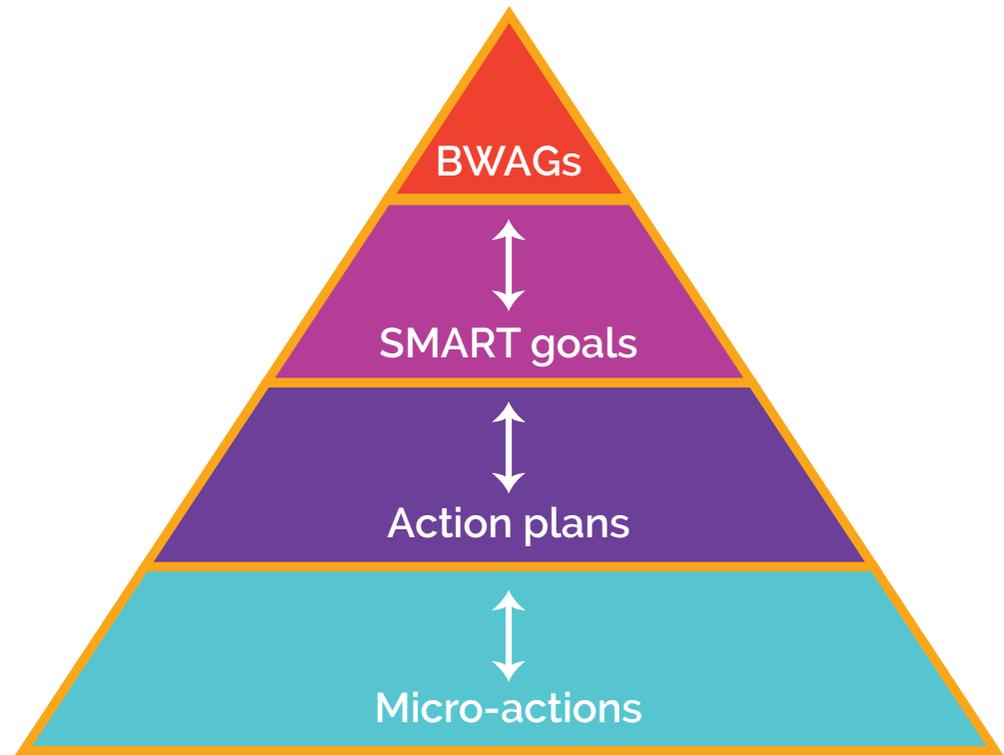
But don't stop there!

Action plans often include substantial tasks that, especially in the current climate, can feel overwhelming. Enter "micro-actions".

Micro-actions are small tasks that take only about 30 minutes (or less) to complete. To do this, break your action plans down into lots of manageable chunks and make a big, long list! Yes, this step takes a while – but it makes it so much easier to see exactly what is involved, allowing you to take a tiny "next step" towards your goals every day.

By completing at least one micro-action each day, preferably first thing (i.e. before you do anything else – yes, that includes checking the news, social media and your email!), over time you will complete the BIG things that will transform your business and move you ever closer to achieving your BWAGs.

They're like a daily mini-dose of world-changing action!



## FOR WHOLEHEARTED SUCCESS, CONSIDER:

- > Aligning your SMART goals with your BWAGs. There is no point spending time, money and energy working towards something that doesn't take you closer to where you really want to be.
- > Creating action plans and micro-action task lists that fully align with your SMART goals – this way you know that your whole action plan is actually helping you work towards achieving your dreams!
- > Minimising "busy work", distractions and reacting to other people's emergencies. While you still need to look after your customers and take care of your admin during your transition period (not to mention everything else going on in your life at the moment!), ensure you prioritise your one "micro-action" each day!

# Struggling? Be kind to yourself!

Running a business is HARD! If it wasn't, everyone would be doing it – right? It is often said that running your own business is the greatest personal development journey you will ever go on. Just when you think you have it all sorted, something else comes along that throws you off kilter again – pesky pandemics for example!

Keeping yourself motivated and on track towards achieving your dreams requires a lot of self-care as well as careful planning. After all, you don't have a boss to crack the whip... there is just YOU!

Here are a few things that might get in the way of you putting your plans into action – and a few tips to help you deal with them.

## Mindset

Do you view setbacks as learning experiences, or do you get derailed at the first hiccup? Knowing ahead of time how you normally react during times of transition will help you work towards a more positive, growth mindset, allowing you to navigate change more smoothly.

## Boundaries

Boundaries are really important to protect yourself from negative influences and keep yourself on task. If you struggle maintaining boundaries, consider setting up some systems to take the "emotion" out of challenging situations. Clear trading terms, automated sales/booking systems and time management tools are your best friends!

## Energy & Balance

Right now, just managing LIFE is taking up a lot of physical and emotional energy. Take the time you need to nurture all areas of your life and ensure you're not constantly putting yourself last – especially if you're also looking after kids or older relatives. Don't try to tackle too much at once or keep up the frantic pace of pre-pandemic life.

Remember, there is only ONE of YOU! Be kind to yourself!!

## Negative self-talk and self-sabotage

That voice in your head might seem real, but it is NOT! Dealing with old patterns of self-sabotage and negative self-talk takes courage, but it's essential for transformation. I recently learned a great technique, where you give your inner voice a name - mine's called Jill. While I acknowledge that Jill cares about me and is trying to protect me, sometimes I need to tell her to back off. I can assure you this is much easier than debating with "myself" constantly. Give it a try!

## Isolation

Working at home all the time can be really lonely, even when you're not in the midst of a pandemic.

Without work colleagues to bounce ideas around with, you can start to second-guess your ideas and decisions. So it's important to surround yourself with like-minded people who GET you and the joys and challenges of running a small business.

Online interaction might not replace real-life, but it actually works OK, so join in on workshops or online networking sessions. Start a biz support group, or join a formal Mastermind. Do whatever it takes to keep you mentally healthy and moving forward.

## FOR WHOLEHEARTED SUCCESS, CONSIDER:

- > Working with a business coach or mentor – especially if you have big goals or are making a substantial transition. A supported group program may also be a good option, as it gives you extra support from others on the same journey.
- > If you are feeling depressed or are struggling with anxiety, please seek the help of a professional. Ask your GP for a referral.

Are you ready to take  
*action?*

**There is no need to go on this journey of transformation alone!**

The Wholehearted Business Transformation Program is coming soon. This 8-week fully supported small-group Mastermind program, led by Cath Connell, will guide you through the steps outlined in this eGuide to transform your business into one you truly love. Discover how you can drive positive change in the world using your unique gifts, while attracting prosperity and joy in all areas of your life.

Pilot Program Special Offer: \$895\*

To find out if this program is right for you, book in a FREE 30-minute discovery session now.

**LET'S DO THIS!**



\*Maximum group size is 8. Price includes GST. Pilot Program pricing is valid for bookings made prior to 30 June 2020. Program is expected to commence mid-July. A payment plan will be available.

You must be the change  
you wish to see in the

*world*

Mahatma Gandhi



Wholehearted Marketing

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