

# Being A Human Business

“Treat it like a business, and it’ll pay you like one.”



Well rounded and empowered is real wealth

You’ve probably heard this advice before, as applied to various endeavors you’ve embarked upon – from casual hobbies to personal goals to, you know, businesses – but have you ever considered actually treating *yourself* like a business?

While it may sound a bit strange, perceiving your humanness as a business can serve as an extremely effective framework when it comes to changing up your game and upsetting the status quo. The business model has a few things to teach us when it comes to focusing energies and taking care of ourselves.

Treating yourself as a human business helps you become a **game changer** (link here?) on a structural level by bringing a focus on purity and organization into your life. Here are a few fascinating ways our personal lives can reap benefits from application of the business model.

## Life is a Collaborative Effort

In recent years, collaboration – both virtual and real-world – has transformed from one of those jargon-y business trends into a necessity. But when it comes to being a human business, collaboration is even more essential.

Think of it this way: Just like you can't do everything by yourself, a successful business owner doesn't go it alone. Ask for feedback, consult with experts, and proactively take charge of your health and your dreams.

## **Mission Statement**

In business, knowing what you want is all about focus. Simply put, a business that doesn't focus on its customers' needs and wants is bound to fail. In the human business, the customer is *you*.

If you don't focus on where you want to go and what you truly want from life, you're going to face major struggles – unless, of course, you're OK with just being a passenger along for the ride.

Develop your customer focus by **Knowing Yourself** (nice place for a link here!) and understanding your unique mission. With a bit of personal planning, you can **set your intent** (link to Super Intention) and create a vision board of qualities and experiences you want in your life.

## **Pay to Play**

We've all had that exhilarating, slightly anxious, feeling that comes along with putting a big purchase on the credit card, racking up loans to pay for an education or borrowing money in order to make an investment. In the business world, it's just a fact of life: Everybody has to pay to play. We pay to get educated or trained, pay to develop a product, pay to rent office space... and the same rules apply to you as a human business.

When you invest in your well-being – whether that's taking vacations, getting dental work, continuing your education and activities to keep morale high – you are investing in your ability to be there and be strong in the future.

## **What's the Plan, Stan?**

Most successful businesses have clear operational, financial, health and marketing plans – do you?

Creating plans for your own life isn't an exercise in busy-work or an opportunity to create more papers to file away and then forget. In fact, it's quite the opposite; when you understand where you want to go and how you can get there, you'll be moving with power and direction. Whether it's a health, a financial plan or a happiness-fulfillment plan, both short- and long-term plans help you increase clarity and streamline your life.

Think of your plan as dynamic and flexible, rather than a set-in-stone, 10-commandments type of thing. Life is full of surprises; plans always need corrections and recalibrations when new information, events and wisdom come into play. Masterful plans are always fluid and easily adapted, rather than mired in expectations and the need to control.

## **Take Back Your Time**

You've undoubtedly heard of the "open door" policy. Sounds good, right? But, kind of like Cool Ranch Dorito tacos or trickle-down economics, while always having that door wide open sounds like a great idea, in reality constant availability just serves to eat up your precious time.

This is just as true in a business as it is in a human business. When you answer every call, text or email right away, attend every meeting, keep up with your Twitter feed all day long, and say "yes" to every request, it gets pretty hard – if not downright impossible – to spend the time you need growing your own business.

Seriously, is that email or tweet so important that it can't wait an hour or two? When you're constantly available to others – and to your digital devices – you just end up getting stretched thin and losing focus.

The solution is actually very simple: Take back your time. After all, it's yours!

Try these two easy steps:

1. Set aside two times per day to respond to emails and to those FB posts and tweets. Once in the morning and once in the afternoon makes sense.
2. Set aside two hours per day – either straight or in 20-, 30-, or 45-minute chunks – for uninterrupted work time. No phone, no meetings, no emails, no Facebook. Just work. You'll get a lot done.

Now roll over all that time you save into taking better care of yourself. Consider the impact that hydrating with pure water, eating nutritious whole foods, and stretching and moving several times a day has over the course of a week, a year, a decade and a lifetime. Think of it as an investment into your health, vitality and well-being.

This is one investment that's sure to pay off, but it's up to you to invest wisely.

## **Exit Strategy**

Every good business has a point of departure – and so should you. A business may have a buyout price or an overarching goal, or may be disassembled, either internally or by the market.

Rather than a price, however, the human business has a legacy. Consider not only what you'll leave behind but – most importantly – the impact you'll make during your life in terms of qualities and human progress.

[Insert Graphic](#)

Rewards for your investments

Collaborative effort

Mission statement

Plans - operative, financial, marketing, health

Take back time

Exit strategy