



September 2010 – To Live Your Full Potential: Know Thyself

Are you interested in accelerating your business? Are you contemplating a change in strategy? Or considering a change personally?

The key to all those things is know thyself, self-reflection, personal awareness. Because everything, and I mean everything, in your life has YOU in it. You create your business results, you design your success and you are responsible for your happiness and fulfillment. All of that comes from within. Or even if something external happens to you, what happens next is a function of how you react to it.

Where do you start?

One great tool is the Enneagram, a personality test that categorizes nine different personality types, highlighting key strengths and weakness and showing how to use both to evolve yourself. It's been recommended by Time Magazine as one of the best on-line personality tests. There is a free on-line test available to anyone (I don't have any affiliation, nor get anything for referrals). Take the free test (or do the more comprehensive one for US\$10) at

http://www.enneagraminstitute.com/dis_sample_36.asp

I recommend it because I found it helpful and others have said the same:

1. Understand your default response pattern – often when you're in a situation you respond how you always have, that may not be working for you so notice it and change it to get what you want.
2. Understand your motivations for doing something and decide if that motivation honours who you want to be.
3. Use your strengths more often or better – like a tennis player whose strength is their backhand, they seek out situations to use it to win the point.
4. Change your weaknesses into more useful attributes or at least don't let them take away from your objective.

Let's take the example of contacting prospects in the hope of securing them as a new customer....

If you're Type 1 (reformer) you do lots of preplanning to ensure you contact them in the best possible way, you have all your facts and rationale. However, you may do so much planning you never get around to contacting. Or you pitch rationally to a prospect that makes decisions

based on gut-feel so they can't "hear" the benefits you're selling. Instead be prepared with the rationale, emotional, and experiential benefits and listen for the prospect's words and adjust your "pitch" so you use the language they can "catch".

Type 2 (helper) people contact a prospect in a very friendly and generous manner and want to help. This is great from a customer service perspective. The bad thing is you may "give away" a lot of service or information just trying to be helpful, leaving the prospect wondering why they should "buy" anything from you. Be sure of your service and price structure. On the flip side, if your customer is a Type 2 send them a thank you note for their business, they love being needed.

There are 7 more Enneagram types with full descriptions, strengths, weaknesses, and use in business on the website.

Once armed with the results, start putting it into practice with observation. Pick a certain situation or time and observe yourself. Observe your thoughts, feelings and reactions – what are you doing? What are you thinking? How do you feel? You will soon see some patterns emerge- are they helpful to your objective? What could you do differently to get the response you want?

Contact me with what you've learned about yourself, I'd love to hear.

Live your potential!

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