



# 7 Steps to Winning in Your Business in 2022



Dr. Michelle Post, SMS

Website: <http://www.thepostinstitute.org/>

Cell: 719-651-5415

eMail: [michelle@thepostinstitute.org](mailto:michelle@thepostinstitute.org)



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# Plan

- **What is a Plan?**

- “an intention or decision about what one is going to do”

- **Why is having a Plan important to our business?**

- It helps us to identify our goals clearly
- Planning helps you set appropriate goals
- Planning breaks a problem or goal into smaller pieces
- Planning reveals weaknesses (and strengths)
- Planning increases certainty and confidence
- Planning increases efficiency
- Planning reduces risk
- Planning increases your credibility
- Planning encourages creativity
- Planning improves decision-making
- Planning equals more peace of mind

**"By failing to plan, you plan to fail."  
~ Benjamin Franklin**

## **Answer the 6-Ws**

- **Why** – Your Purpose
- **Who-1** – Your Audience
- **Who-2** – Who You Are Becoming
- **Where** – Your Goal(s)
- **When** – Your Time Frame
- **What** – Your Assets
- **How** – Your Systems

- 1. Use simple tools to create your plan**
- 2. Post it where you can see it daily**
- 3. Celebrate the small wins daily**



# Intentional

- **What is Intention?**
  - “done on purpose; deliberate”
- **Why is being intentional important?**
  - “It means you have a clear purpose and are intentional about taking action on the thoughts and feelings that are most important to you.” ([Lucemi Consulting](https://www.lucemi.com/))
  - It allows you to be present in your life and work
  - It helps you to become action-oriented
  - It helps you gain clarity on your goals
  - It helps you to live and not just exist
  - It encourages gratitude
  - It helps you reach your goals

**“An unintentional life accepts everything and does nothing. An intentional life embraces only the things that will add to the mission of significance.” ~ John C Maxwell**

## **How to be Intentional Every Day**

- Be deliberate with your day
- Be clear on what you want to achieve each day
- Be purposeful with your time
- Be deliberate with your focus
- Be forward thinking
- Be mindful of your relationships and boundaries



# Adaptable

- **What is the definition of adaptable?**

- make (something) suitable for a new use or purpose; modify; become adjusted to new conditions.

- **Why is being adaptable important?**

- Simply stated, **Adapt or Die**
- Expands your capacity to handle change
- Adaptability is the key skill needed for change
- The more adaptable you are the more productive you are
- You'll be better equipped to face challenges
- Adaptability creates more happiness and overall life satisfaction
- Whenever life knocks you down, bouncing back will become easy

**"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change." ~ Charles Darwin**

## **How do you become Adaptable?**

- Accept new conditions
- Review processes and procedures and adjust accordingly
- Find the opportunities
- Reassess long-term plans
- Reconfigure and reinvent
- Learn to do more with less
- Embrace automation
- Improve time management
- Improve your resource management skills



# Systems

- **What is a System(s)?**

- Systems give us a framework to understand the world

- **Why are Systems important?**

- Creating the system forces you to think through the process and improve it
- Having the system in place allows for improved and consistent performance
- Having the system in place allows you to quickly integrate new hires into your business
- Having the system in place allows you to easily come up with and implement new ideas
- Having the system allows you the entrepreneur/manager/owner/etc. to 1) take more time off, and/or 2) spend more time on higher value-add activities
- Having systems dramatically increases the equity value of your business

**"You do not rise to the level of your goals. You fall to the level of your systems." ~ James Clear**

## **How do you use Systems?**

- START SMALL
- Don't try to change everything at once
- Start with what you have
- Take one problem
- Perform an audit
- Map a solution for the problem
- Build your system
- Implement the system
- Stay with the system for 90-days, but review it each month



# Boundaries

- **What is a boundary?**

- As the limits we set with other people, which indicate what we find acceptable and unacceptable in their behavior towards us.

- **Why are boundaries important?**

- Setting healthy boundaries are good for mental health
- Setting healthy boundaries are good for emotional health
- Helps to keep you from burning out
- Helps to influence others behavior
- Boundaries are an important element of self-care
- Setting healthy boundaries help us build a good relationship with others, care for ourselves and those we love
- Develop independence

**“Boundaries are basically about providing structure, and structure is essential in building anything that thrives.” ~ Dr. Henry Cloud**

## **How do you setup boundaries?**

- Clearly define what your intellectual, emotional, physical, and spiritual boundaries are with strangers, work colleagues, friends, family, and intimate partners
- Know your limits
- Be assertive
- Practice makes perfect
- Voice your boundaries first, then follow with action
- **Define > Communicate > Stay Simple > Set Consequences**

# Ask for Help

- **What is the definition of help?**

- “make it easier for (someone) to do something by offering one's services or resources”

- **Why is asking for help important?**

- A business owner cannot do it all
- A business must work for the owner, not the other way around
- It builds resilience and capacity to accept rejection
- It builds connection
- It increases productivity
- It is a sign of high achievers
- It makes you and others happy
- It creates a positive culture

**"Asking for help is a sign of strength."**

**~ Dr. Michelle Post**

## **How do you ask for help?**

- Know What You Need
- Be Clear About What You Want
- Do Your Research and Personalize Your Request
- Offer Something in Return
- Make it Easy for People to Help You
- Be Grateful

**"If I have seen further it is by standing on the shoulders of giants."**

**~ Sir Isaac Newton**





# Self-Kindness

- **What is self-kindness?**

- “is about showing kindness and understanding toward ourselves when we fail at something, or when we are hurt”

- **Why is self-kindness important?**

- Giving yourself the tenderness and care you need when you're going through a tough time
- Trying to understand and show patience regarding your own perceived personality flaws
- Being tolerant of your own shortcomings
- Perceiving your shortcomings as natural aspects of the human condition
- Viewing your difficulties as “a part of life that everyone goes through”
- Reminding yourself that others also feel inadequate at times, when you feel the same ([Catherine Moore](#))

**“Be kind to yourself. You are amazing.  
You are good enough. You are worth  
it.”- Unknown**

## **How to practice self-kindness?**

- Treat yourself as you'd treat a friend
- Become more self-aware
- (Re)Gaining perspective
- Using affirmations to challenge your inner critic
- Practice mindfulness
- Give yourself encouragement
- Carve out some time for yourself
- Give yourself recognition
- Take good care of yourself
- Respect yourself





# Resources

# Resources

## Habits

- Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones - <https://amzn.to/3ITpklc>

## Plan

- 10 Reasons Why Planning Is Important - <https://bit.ly/34jWWtH>
- Significance of planning in life - <https://bit.ly/3sjo2ci>
- Why Your Business-Planning Process Is More Important Than The Plan Itself - <https://bit.ly/3onCOxR>

## Intentional

- Being Intentional: 6 Ways to Be Intentional Every Day - <https://bit.ly/34BjTbP>
- 3 ways you can be more intentional in life and career - <https://bit.ly/3J5tPJE>
- How Intentional Living Can Change Your Life - <https://bit.ly/3L8VYkH>



# Resources, Cntd.

## **Adaptability**

- Adaptability in the Workplace: Benefits and Importance - <https://indeedhi.re/3AVQgOp>
- Adaptability in the Workplace: How To Keep the Change - <https://bit.ly/3GpJv8M>
- How to build adaptability and emotional intelligence skills - <https://bit.ly/3rq3S1j>

## **Systems**

- 6 Key Benefits of Building Systems - <http://bit.ly/2O7n8KU>
- 7 Benefits you will get if you implement business systems in your company - <http://bit.ly/2O7pHN9>
- 7 Systems thinking benefits that every organization needs - <http://bit.ly/2x5hmBY>

## **Boundaries**

- Boundaries by Dr. Henry Cloud - <https://www.boundariesbooks.com/>
- 4 Ways to Set and Keep Your Personal Boundaries - <https://bit.ly/3AUNTLI>
- How to Set Healthy Boundaries: 10 Examples + PDF Worksheets - <https://bit.ly/3J8huEx>



# Resources, Cntd.

## Asking for Help

- Why is asking for help a good idea? - <https://bit.ly/3rp5BDW>
- Why asking for help is good for your small business - <https://bit.ly/34sgf3P>
- How to Ask for Help in Business - <https://bit.ly/3GpJHF2>

## Self-Kindness

- How to Practice Self-Compassion: 8 Techniques and Tips - <https://bit.ly/3L2N6x3>
- 17 Ways to Be Kind to Yourself - <https://bit.ly/3L8Tkez>
- Being kind is good for your health: How to practice kindness every day - <https://on.today.com/3GqEvRf>







**Dr. Michelle Post, SMS**

Dr. Post has taken her 30+ years of business design, system engineering, and information architecture and combined it into her role as a Certified Social Media Strategist and a Social Media Systems Engineer™.

As part of Dr. Post's life mission, she knows every person is uniquely gifted and she hopes to help them use those gifts to make a lasting impact on our world. Dr. Post is passionate about helping businesses to start where they are, with what they have, and do what they can. Each request for social media help leads Dr. Post on a journey to find what a business already has in place, analyze how they are using it, learn where they want to go, and then provide simple strategies and solutions for their long-term business and social media success.



I am a Social Media Systems Engineer™ helping you to get from here to there with simple strategies and systems.



# Connect with Dr. Post

- Dr. Michelle Post email – [michelle@thepostinstitute.org](mailto:michelle@thepostinstitute.org)
- The Post Institute - <https://www.thepostinstitute.org/>
- Facebook – <https://www.facebook.com/DrMichellePost>
- Instagram – <https://www.instagram.com/mpostphd/>

- LinkedIn – <https://www.linkedin.com/in/michellepostphd/>
- Pinterest – <https://www.pinterest.com/mpostphd/>
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