

Robin Explains How Her Values Work for You

Listen

Listening is the bedrock of my life and my business. Using emotional intelligence, I put my client first to best understand their need. By listening well, I hear the need behind the stories. Listening includes observing, which is the next value.

Observe

Observation provides insight. Proper observation occurs consistently. I look for stressors, patterns, and symptoms of root cause problems. For example: What is the owner being pressured by? What are the body motions of the speaker? What emotions are being heard or are showing on the speaker's face? Constant observation provides insight in solving problems.

Encourage

Business owners are alone. They enter a business with a skill they can sell and find out that skill isn't helping them run or work on the business. They see other businesses and assume they all know the secret to success. They build assumptions and tell themselves stories about why something can never happen. For example, they may tell themselves they can't build a business that works for their family. I blow away the myths, falsehoods, and negative stories they tell themselves. I teach them strategies, tactics, communication methods, deep breath benefits, and more. Encouragement builds momentum.

Teach

I am a teacher at heart, with skills to share. I take every opportunity to teach my clients about stabilizing and growing their business. This empowers business owners, builds their skills, and gets them on the road to business success and more free time. When I teach, I present possible options that might work for the owner. I tell them, "You may pick one of these examples or another that might work for you." This method reinforces my policy that the business owner makes all the decisions.

Implement

"Change does not happen without change."® The other values mean nothing if they don't go into action and bring change. Change is frightening, but it is critical to business success. A business always needs to improve to stay relevant, which becomes successful through small changes that build into more significant changes.