



WHAT KIND OF LIFE DO YOU WANT TO LIVE?

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Most of us were raised by grown ups around us who asked constantly what we wanted to be when we grew up. We invested everything in some vocation, job or career, making it the focal point, while the rest of our lives were expected to fall in around our work. For business owners in particular — who may or may not have planned a business career path — it is often the case that business comes first, and life second. Often this is by design because we love the business we're building, or maybe it is a perceived necessity; that's certainly how many formal business classes present the role of business owner, as one of sacrifice and toil in the name of creating the business' success.

Business schools around the world position success in terms that measure only aspects of the business like financial net worth, market share, and other tangible metrics. And indeed a business must generate enough money and manage expenses so that it can continue to exist, and so must you — you need a source of income, not a job.

But what if I asked you not what you want to be when you grow up, but what kind of *life* you want to live? Think about how your business can grow or evolve to support that quality of life. What if you started measuring your business' success not just in financial or typical business terms but also in terms of quality of life? What would you change?

Comments



Dodie Jacobi – 2015-07-02 15:39:12

Love the notion of "cage-free entrepreneurship" Brenda! While there are uncertainties in entrepreneurship, we do have an illusion of more control at least. Or perhaps the uncertainties are more easily accommodated when they seem to be our own, versus those at the hands of The Man. There's one thing I'm certain about: you are a Weeble of opportunity with so many great talents and skills that are infinitely marketable; you may wobble but you won't fall down .



Brenda Clevenger – 2015-07-02 12:16:49

If you're struggling with something in life, you're probably not asking the right question. Your question, Dodie, is spot on. I find myself asking it more often these days given my company is being sold to an "unknown" buyer this summer. The uncertainties make we long for control and financial freedom that come with a well executed entrepreneurial life. Keep asking great questions and I'll keep carving my dream life, which is cage-less, cage-free and wide open.



Jacqueline Smith – 2015-05-06 19:15:50

Love, love, love this! Thank you.



Dodie Jacobi – 2014-02-09 20:50:40

How lucky Emma is to have a mom with so much joy, vision, and taste!!



Mary Winfrey – 2014-02-08 16:40:16

Shared with Miss Emma! It is never too early to live life to the fullest, eh?



Dodie Jacobi - 2014-02-08 13:14:22

We'll have to spread the word to the younger's Michael! Thanks for the chance to learn about True North.



Michael - 2014-02-08 06:46:32

Excellent, excellent perspective! I didn't consciously ask that question up front but transitioned to that perspective over my career. Hopefully you can capture a young audience early on. What a great concept for students to be presented with.