

The Four Elements That Make Your Business Thrive

To create your most ethical, satisfying and profitable business,
work from the center where all four elements intersect.

Joy comes from your pleasure in using your talents and serving others. Joy naturally draws allies, resources, customers, and employees. You become more resilient and better able to turn stress into energy. When joy is missing, business is boring and/or exhausting. The stress can kill you.

Taking Care of Business means that you expect a fair return on investment and will do what is necessary to obtain it with integrity. When business consciousness is missing, you struggle to keep your business going, rather than reap rewards from it. Potential clients, employees and others lose the benefit of working with you.

Vision is the result of daring to imagine what you really want to do in life and work, no matter how impractical it seems now. With vision, you see many options and allies. You may invent new products or services. Without vision, you can get stuck in patterns that don't really work.

Purpose anchors your business in your deepest values. Thus, your work is always meaningful and valuable. You naturally draw others to help you fulfill your mission. When purpose is missing, you are a prime candidate for burnout. Your work loses its ethical base and may be harmful.



For help to develop and integrate these four elements into your business,
contact Pat McHenry Sullivan at 510-530-0284
or visit www.workwithmeaningandjoy.com.