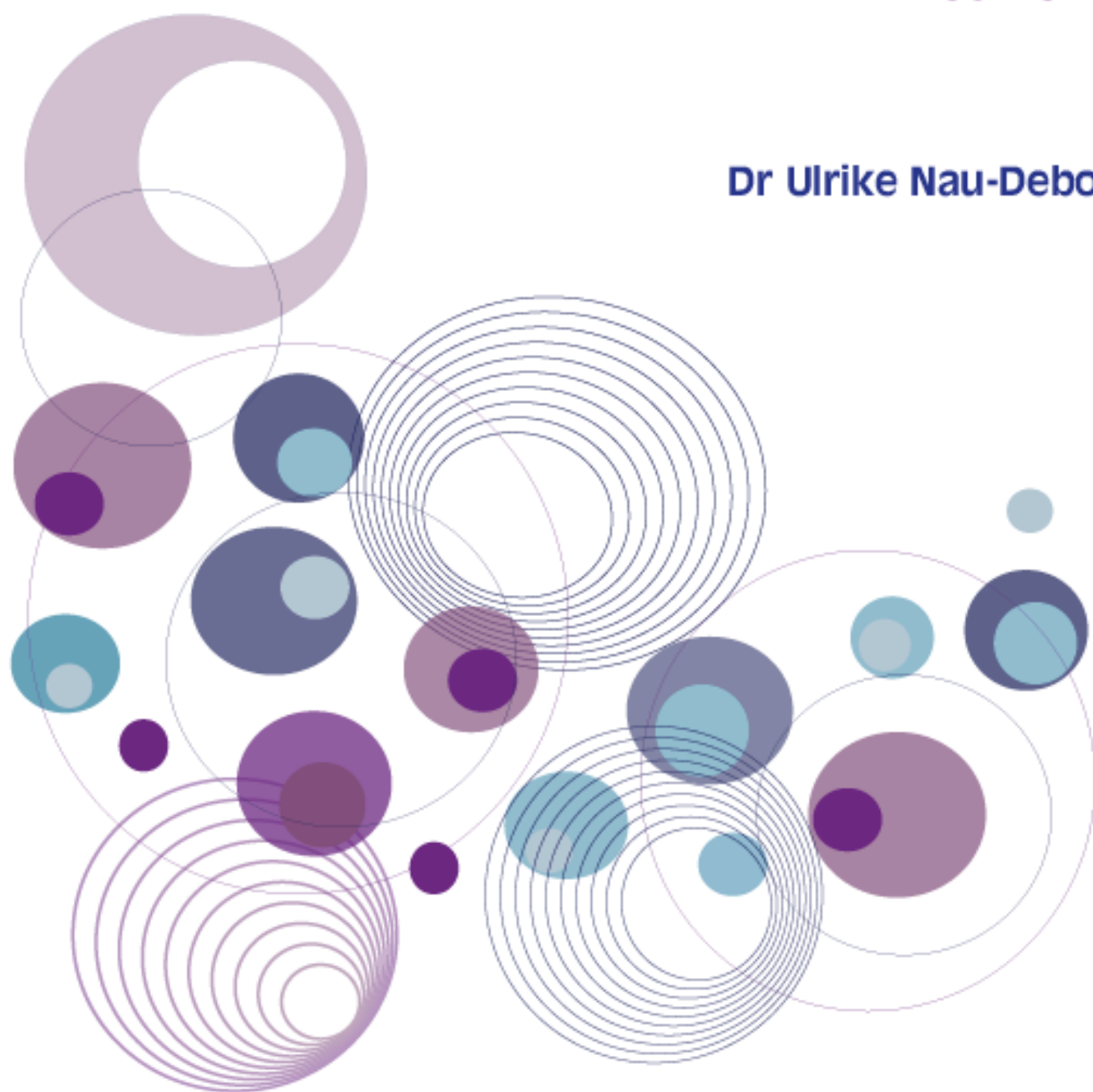


**Take your business
to the next level
by becoming even more
resilient**

Dr Ulrike Nau-Debor



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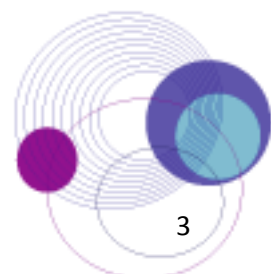
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Introduction

Because of my experience of working with women and female entrepreneurs I realised that most of us make certain mistakes that undermine our resilience and consequently our success. I therefore decided to write this ebook to help you to be even more resilient, to bounce back from challenges quicker and stronger and perhaps most importantly, to keep on enjoying what you have set out to achieve.

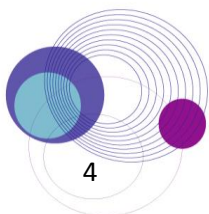
Resilience to me means:

- the ability to hang in there and keep going when things are tough,
- to be able to bounce back stronger after having faced a challenge,
- to keep one's dignity intact,
- to be able to laugh about one's mistakes,
- to stay motivated when things are difficult
- and that you learn from what you had to overcome.

But before you start reading, think about a business situation when you faced a challenge:

Spend a bit of time to remember what it was like. What were you thinking and telling yourself? How did you feel? Where were you? Was the challenge something you chose or did it just happen? How were you feeling physically at the time? What do you think would have helped you? How could you have managed yourself better in that situation? What did you learn from it about yourself, your business, and life?

The better you know yourself the better you will be able to apply any of the following learning. It means that you take time regularly and tune into what you are thinking, feeling, needing, and how you physically are. This might be a bit of a challenge at first because we are all so busy, but once you get into the habit, it will get much easier and requires very little effort. But it will make a huge difference to your ability to stay resilient and be successful.



Tip 1

Bounce back stronger because it is your key to success.

Are you able to persist and learn from challenges? Do you stay motivated when things get difficult? Do you think other people are more talented or had it easier than you? Do you think that's why they are more successful? Do you give up after the first 'no'?

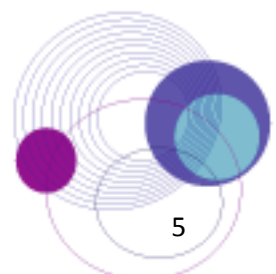
Successful people are very resilient. They have the capacity to bounce back when they encounter difficulties. They don't have an easier life, they just live it differently. They keep going when things get tough and develop strategies to deal with future challenges head on.

They see challenges as opportunities to learn and grow. They have learnt to see difficulties as an opportunity that will teach them about life, business and themselves. They have become effective at finding solutions to problems. They

don't see a challenge as a message that they are not good enough or that their ideas are not any good. Instead it means to try it again differently. They know that they might need to learn and refine and that it takes persistence to succeed.

They don't give up when they hear a 'no' or encounter an obstacle. Instead they employ their creativity to get over, under or around this obstacle. They don't let other people limit them; instead they put their energy in creating a win-win situation.

If you want to have a winner's attitudes for encountering difficulties, to be and stay motivated when the going gets tough then go to the member's area and look into the resources on offer.



Tip 2

Have a clear vision and plan to achieve your business goals.

What is your overall life's mission? How does your business fit in with your mission? What is your business vision? What are your goals? Where do you want to go? How will you know that you've arrived? What is it you really want to achieve? What do you want to get out of life?

Having a vision ensures that you create the right business goals.

This way you'll ensure that you build your business on your values and beliefs. It also helps you to build a sound foundation for your business. It will remind you to keep on working ON your business to make it as successful as possible.

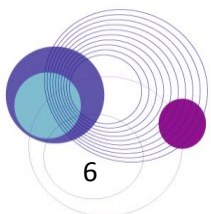
A clear vision helps to stay motivated when the going gets tough. I have noticed that people who have strong overreaching visions for their businesses are able to stay motivated when they face challenges. Their visions are in line with their values and beliefs and therefore they are 100% committed. Knowing why you are doing this and

where you want to be is a powerful motivator. It also helps you maintain a disciplined work ethic whether you temporarily enjoy what you need to do or not.

A business plan is like your GPS.

A business plan helps to decide which challenges to take on and which are not getting you closer to your overreaching goal. Sometimes one needs resilience to change paths and to face possible resulting negative feedback of people who don't understand your vision (yet). So if you have a clear goal and vision in mind you can stick with a difficult choice; that is why you need to develop a business plan and vision.

Create your vision and business plan. If you need help refer to the tools on my website.



Tip 3

Success doesn't require perfection but uniqueness.

Do you feel good enough? Do you spend too long agonising about getting things just so? Do you feel like you cannot ever reach your standards? Do you get rigid and worried when developing new ideas/products/pitches etc.?

Perfectionism paralyses and stifles creativity. Perfectionism can make you very rigid. It is almost impossible to develop new ideas or ways of working if you expect to have the perfect idea, product or service immediately. It kills off creativity and puts an enormous amount of pressure on you. It takes away the playfulness and fun and can become enormously draining.

While you are coming up with the 'perfect' product your competition is already in there making money. Perfectionism can stop you from ever starting your business because the idea is just not right yet, the product or service does not seem good enough, you don't know enough ...

Being a successful entrepreneur means being able to change. Perfection is static and business success means that one needs to be

able to change and constantly revise and develop. This means that at times you will not be able to reach your standards because you are learning something new and can't possibly be excellent at that new skill yet. If you learn to enjoy yourself whilst not being perfect you will notice that you will learn faster and feel more energised.

Thrive from a place of self-acceptance. Striving for an excellent service or product is an essential part for being a successful business woman. Perfectionism, however, implies that there is something fundamentally wrong with you. It is almost about becoming another person to be good enough. This is the best way to become highly stressed, unhappy and to undermine your resilience. Instead learn to thrive from a place of self-acceptance to be able to enjoy your success and to stay resilient



Tip 4

Embrace failure.

Are you preoccupied with a fear of failure? Do you stop yourself from trying something new? Do you think about an opportunity so much that you won't do it any longer? Do you define your worth by instant success? Do you focus on getting things right? Do you fear failing means never being successful or good enough?

Resilient people know that they learnt the most from their mistakes. The problem with success is that we rarely learn from it. It feels good and it earns us money but we don't necessarily improve. It is therefore very shrewd to be able to learn from your mistakes and use them to your advantage.

Resilient people have learnt to feel the fear of failing but going for it anyway. They have developed a strategy of being able to contain their fear and not be stopped by it. They developed distance in a way that allows them to risk something new that could lead to great success.

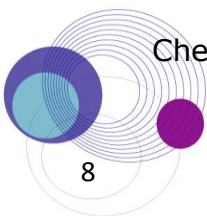
Resilient people know that living is about learning and developing. They know that living without

learning doesn't bring success and satisfaction. It's all about staying fluid and open to new impulses, some will work some will not, or not yet or not in this situation or not like this...

Resilient people realised that it is about keep doing their job no matter what. They have realised that by being disciplined, persevering, improving their skills and studying the market/environment eventually they will succeed.

Resilient people have got self-awareness. They don't view failure as proof that they are not intelligent, worthwhile, lovable ... They know that it is part of life and learning and embrace what it can teach them.

Check out the stories of other successful business women for inspiration.



Tip 5

Transform your limiting beliefs about yourself and your business.

Are you convinced that what holds you back is a reality? Are you aware of the kind of beliefs you hold? Do you know how much they influence you in what you do, feel and dare and expect to happen? Do your beliefs hold your business success hostage? Do they make you feel insecure in important situations?

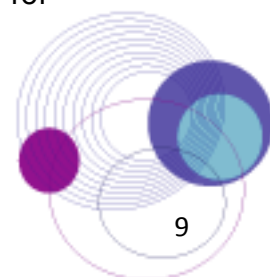
Beliefs are not the truth. Beliefs feel as if they are the truth but they are only beliefs! Moreover, we tend to form most of our core beliefs as children and then spend most of our life filtering evidence in order to prove that these beliefs are true. This happens on a subconscious level and we tend to live the life that we think is possible. If you are like most women you will have at least some deeply held beliefs that are holding you back when trying to achieve your (business) dreams.

You can and do hold opposing beliefs at the same time which is very confusing. Imagine facing a challenge and knowing 'Yes I can do this, I am capable' but at the same time encountering your opposing beliefs 'I am not good enough, I

can't do this'. Can you see how much mental energy is lost because of this internal confusion? It can be a real rollercoaster of emotions if you want to achieve a challenging goal and you keep on encountering your opposing beliefs.

Beliefs can be changed. The good news is that once you are aware of your limiting beliefs, you can transform them. By putting them into context and perspective these deeply held beliefs can be transformed. You can change them into more appropriate and helpful ones. The new ones support you when you face challenges. You increase your energy and staying power as well as making more sound decisions.

Find out what your core beliefs are. Learn to challenge and transform the limiting ones. If you need help go to my website for tools and contact me for clarifications.



Tip 6

Be a realistic optimist.

How hopeful do you feel? How much influence do you think you have on your life and future? How do you explain when negative things happen? How productive are you? How healthy are you?

Optimists are more productive.

Because optimists have a can-do attitude they expect to be able to do more and therefore end up being more productive. Optimists feel that they have influence.

Optimists are happier. Because optimists explain success as their own doing and failure as more fleeting and external they end up being happier, more confident and worry less. Overall they expect good things to happen. They have a hopeful outlook towards the future.

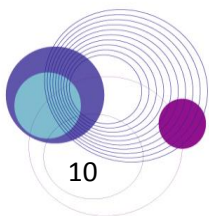
Optimists are healthier. Because optimists worry less and feel more secure in the world they tend to be healthier.

Optimism can be learnt. Because optimism is a way of seeing the world it means that it can be learnt!

Do you attribute success to your own doing or to chance and circumstances? Optimistic thinking attributes success to your own doing. So next time you succeed look at what you contributed to this success and value it. It pays to see adversity just as a bleep on your radar instead of the whole landscape. Keep a record of all the good things that are happening.

To be truly resilient be a realistic optimist. By this I mean that if you cultivate blind optimism and never look at what you might have not done so well or where you might have made a mistake you prevent yourself from learning. Ultimately, you'll be more successful if you are realistic about your abilities and skills and if you can learn from what did not go as planned.

Become an optimist and check out the available tools on my website.



Tip 7

Know your strengths and leverage them effectively.

Do you know what makes you unique? Do you know what makes you a great entrepreneur? What are your strengths? How do you use them most effectively? What are your resources? Which people support you? In which environment do you thrive?

Know your weaknesses and improve them but don't focus your energy on them.

It is of course important to deal with your weaknesses. Otherwise it's like having a boat with a hole in it: you do need to fill the hole not to sink. However, if that is all you are doing, you will just bob along the sea and are totally depend on the tide, weather etc. (Biswas-Diener,2010). So a sole focus on overcoming of weaknesses is not going to give you success. Neither does it help you to find your unique selling point.

If you use your strengths indiscriminately you'll struggle.

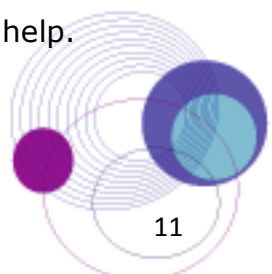
You probably rely on a few strengths that you feel comfortable with. The positive aspect is that if you work with your strengths, it is like having a sail, now you can determine which direction you want to go in. But have

you noticed that certain strengths are not always an asset? Like with the sail boat you need to know how to use the sail, e.g. sometimes if it is stormy you might need to take the sail down. It is the same for using your strengths effectively. You need to develop an awareness of which of the strengths you might over and underuse; which might be more appropriate in certain situations compared to others.

Be aware of your different strengths and know when best to use them.

It is also crucial for your resilience and success to know and value all of your different strengths. Not only does this increase confidence but it will help you to reach your goals more easily. It allows you to draw on a bigger set of resources and helps to stay more energised.

Assess your unique strengths and resources. Come up with a strategy to deal with your weaknesses and leverage your strengths. Go to the website for help.



Tip 8

Be an excellent manager of your feelings.

Do you lose control when you get angry? Do you find it impossible to stop feeling overwhelmed by negative feelings? Are you good at dealing with stress? Do you know what feelings are meant to do? Are you able to use your feelings as a guiding system?

Being able to manage your feelings is crucial for success.

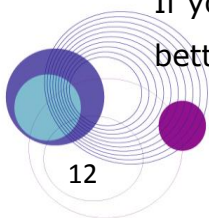
Being able to control your temper or not being blindly led by fear is crucial for your business success. In order to be successful you need to be able to cultivate excellent relationships with your customers, suppliers, staff etc. So if you get very frustrated with perhaps a customer and are unable to stay calm you might end up alienating this person. Or if you are led by fear you might make ill-advised decisions just in order to make yourself feel better.

Having strategies for how to deal with difficult feelings and emotions is paramount for feeling in control. Understanding is power. Once you understand what triggered your feeling you can do something about it. Learning how to deal with difficult feelings is crucial.

Feelings and emotions are very important: they are meant to give you guidance. It is your feelings job to give you information about the situation you are in. For example, if you get angry did somebody perhaps cross your boundaries? If yes, what would be an appropriate and assertive way of making sure that this person respects your boundaries instead? If a situation scares you, what is it that you need to know? Is there a realistic threat?

Listening to feelings and emotions gives you power. If you learn this you will feel in control and you will be able to make smart choices. You'll become able to experience your feelings without the pressure of always expressing them. It will also help you to find your own way and to develop your unique business.

If you want to learn how to understand and use your feelings and emotions better check out the different resources provided on my website.



Tip 9

Use and improve your problem solving skills.

Do you consider yourself an effective problem solver? Do you take time to employ problem solving skills? Do you work on honing your problem solving skills?

Being a great problem solver increases staying power.

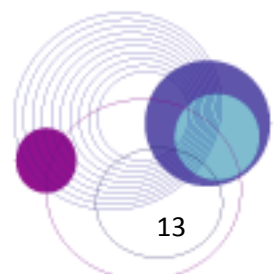
Research has shown that people who are excellent problem solvers are much more resilient because they can deal with a difficult situation more effectively and don't avoid it. Instead it helps them to bounce back quicker and stronger because they manage to learn from the situation.

You can easily learn problem solving techniques. Luckily it is easy to learn good problem solving skills. The more you apply and review them the more automatically you'll employ them and the stronger your intuition will become.

It is crucial to continuously improve your skills. It's not enough to learn some problem solving skills. It is paramount to keep on refining these skills to be and stay an excellent problem solver.

Great problem solving skills are extremely important for running a successful business. This is especially important for your business, learn to use problem solving models to analyse what you are doing, where you are going, what you want to achieve and how best to do this. Take time to review your progress and your business and personal development.

Check out the problem solving techniques provided in the membership area of my website.



Tip 10

Be great at dealing with conflict.

Do you hate having any kind of conflict? Do you struggle with being assertive? Do you try to ignore conflict hoping it'll just go away? Do you get overly involved in arguments and lose your cool? Do you enjoy the excitement of a fight?

Conflict is part of life so there is no way of avoiding it. The worst strategy of dealing with conflict is to ignore it. Conflict does not just go away, it has the habit of growing if ignored. It is normal to encounter conflict because people want different things, might misunderstand each other or are afraid of change.

Conflict costs the UK economy 24 billions of pounds each year, don't let your business be a casualty of conflict. This staggering amount is true! It is expressed through sick leave, stress, unproductivity, lost deals or worst case through litigation.

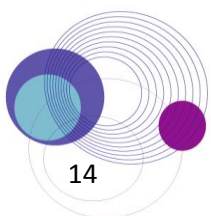
If you deal with conflict positively and early on, it can be a good and productive

experience. If you develop awareness and allow yourself to notice potential conflict when it starts arising, you can deal with it much more easily. At the beginning of a conflict most people are still willing to listen, negotiate and clarify. This makes it much easier to find a potential solution for the parties involved.

Positive conflict leads to change and deepened relationships.

Conflict can be very positive because it can show where change needs to happen. It also helps people to get to know each other better and is therefore an opportunity to deepen relationships. It can help you become stronger and more assertive, if you learn to stand your ground where appropriate.

To become excellent at dealing with conflict try out the resources on my website.



Tip 11

Stop trying to be a man and be the woman men need to compete with.

Do you feel that to be successful you need to be better than any man? Do you feel that your feminine approach is not valued? Or not as valuable as the masculine one? Do you feel as if you have to compete with men? Do you feel that to be extremely successful you need to be a man?

To be successful in business you need to be able to cultivate and nurture excellent relationships. If this isn't something we have been trained for all of our lives then I would be very surprised. This cultural bias to our nurturing others can be a real advantage when it comes to business relationships. You can use it for excellent customer care. If your customers love doing business with you because they feel understood, valued and cared for they will come back for more. You'll be able to pick up signals to deepen your relationships.

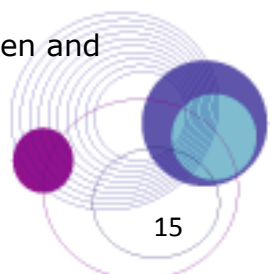
Believe in yourself and your female characteristics. And I don't mean your appearance! Use and cultivate your intuition. Tap into your enormous strength and staying power. We all know that we are very good at dealing with physical pain

(periods, child birth etc.) whilst we have to function in a male dominated world.

Use your female characteristics to your best advantage. Again don't reduce yourself to your appearance or weight. Use your ability to conceive ideas and let them grow. Use your receptiveness. Use your ability to be patient and nurture new relationships. Use your enormous staying power and endurance to build up your business. Use your softer side while dealing with conflicts early. Use your intuition to deal with obstacles, limiting people and difficult times.

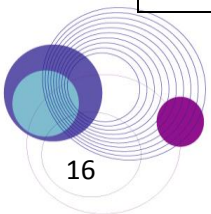
Be proud to be an amazing woman. Most importantly, be proud of who you are, what you can do and the relationships you have built up around you!

Go to my website's membership area to connect with other fantastic women and to download the tools provided to be the best woman you can be.



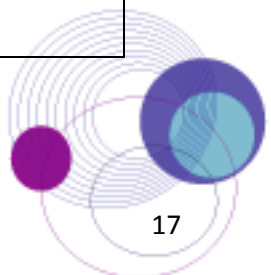
NOTES

What I have learnt:	Actions I will take:	By when:



NOTES

What I have learnt:	Actions I will take:	By when:



Coaching program and services

If you want to learn more and make sure that you and your business are resilient enough, feel free to contact me on ulrike@nau-debor.com.

I can give you a resilience health check and we can then determine which areas you might want to work on. I offer different packages to increase and maintain your resilience depending on the issues you identified that need help and/or some fine tuning. Email me on ulrike@nau-debor.com for further information.

I offer on-line programmes, group sessions and one-on-one sessions (depending on where you are: either face to face or on skype). Again contact me on ulrike@nau-debor.com for further information.

Contact me to make sure you are as resilient as possible, as well as successful and happy!

I look forward to hearing from you. Please feel free to email me if you want to comment on the book. I am always pleased to receive feedback.

