

Christie's

7-STEPS TO STRATEGIC CHANGE

THAT WILL IMPROVE YOUR BUSINESS & ENHANCE YOUR LIFE



Identify What Needs to Change

Celebrate Your Risk List

Target Your M.I.O.T.

Create a Plan & Schedule Your Actions

Banish Your Saboteur

Assemble Help

Rinse & Repeat

STEP 1

Identify What Needs to Change

Most people can easily identify the things in our life that we don't like but find it a bit more challenging to pinpoint what we would actually like in its place. Because we just don't know, what we just don't know.

Write down your thoughts about these 5 areas of your life, or any others you may think of.

- What is your schedule like? Do you have enough free time to do fun things?
- How is your health? Are you eating well and getting enough exercise?
- How are your relationships? Do you often think, "One of these days, I will..."
- Are your finances solid enough to make decisions from an abundance mindset?
- How does your business make you feel? Are you making enough money to outsource the things that you don't like or are not your area of expertise?

STEP 2

Celebrate Your Risk List

It's much easier to go through life playing it safe. When we were kids, we didn't know fear like we do now. We were able to climb tall trees, jump into a freezing cold pool or say things that came to our minds, even though they may not have been appropriate. We had minimal filters with just about everything we did and said. Then we grew up. We faced consequences and made decisions that kept us coasting along instead of living life to the fullest. We settled on mediocrity in life, and especially in business which is a shame because we were not created to live that way.

What about you? Are you living into your potential and living life to the fullest? What would you do if you knew you could not fail?

Today is the perfect day for you to identify the areas in your life that you would do differently if you could not fail. How you would overcome mediocrity. Just pick 3 for now and write them down. This is your "Risky List". Now it's time to celebrate because you've discovered the areas where you're going to make the biggest impact in the world!

STEP 3

Target Your M.I.O.T.

One thing I learned over time is how important it is to have just "one thing". Because trying to help everyone is the best way to help no one; trying to do everything is the fastest path to doing nothing; trying to accomplish every goal is the plan that will have you accomplish nothing and trying to change everything at once is the most sure-fire way to change nothing.

Take some quiet time to truly identify the one and most important change that you want to make first. I created a Success Manifesto years ago that keeps me focused and on track which is available here.

STEP 4

Create a Plan & Schedule Your Actions

Unlike our childhood Christmas list to Santa, we can't write down our desired change and expect for them to magically happen. We need to create a plan for consistent change and we need to make room for those actions in our calendar.

What is your plan to create change in your life? Start with a brain dump of bullet points that will need to be considered. What do you need to do? What do you need to stop doing? Arrange your points as a step-by-step plan in the order of how they need to be tackled. Jot down any relevant details associated with each step as sub points making sure to include any resources and/or tools needed to support the accomplishments.

Next, you will need to schedule in your change actions so that they are sure to get done and will not overshadow other things that are already a part of your existing schedule. Do this for a minimum of 21-days.

STEP 5

Banish Your Saboteur

Once we begin this change journey, it's inevitable that something or someone will enter your world to impede your progress. Unfortunately, one of those someone's will most likely be the person that looks back at you every morning from your bathroom mirror. Your self-saboteur. We can, quite often, be our very own worst enemy. Especially when it comes to those times when we are way out of our comfort zone in the midst of something new. The best way to break through these times is to make it more painful to give in to our negative inner dialogue.

To do this, slip a rubber band around your wrist, and for 24-hours snap yourself every time a negative thought enters your mind. Negativity of any kind, to yourself or others, will warrant a good snap. From seemingly innocent sarcasm to teasing, belittling or self-doubt.

STEP 6

Assemble Help

This may be the hardest step of all because most of us have been brought up to be independent, instead of interdependent. Back in the day... our lives were more focused on family interconnectedness and neighborhood unity. We take care of ourselves and do what we must, instead of relying on others to pitch in.

Below is my Fab-5 list of people every entrepreneur must surround themselves with if they want to achieve any level of higher success:

- Business Coach(s) – Accomplished experts who've already done what you plan to do.
- Business Mentor(s) – Seasoned professionals who guide you in areas you know nothing about.
- Accountability Partner(s) – Peers who keep you on track and not accept your excuses.
- Power Team – Other experts who have a similar client avatar who you can partner with on events, marketing and client support.
- Support Team – People you hire to help you with tasks and projects that are not in your area of expertise.

STEP 7

Rinse & Repeat

It usually takes 21-days to create a new habit, but once your first change is complete, chose your next "one thing" and update your Success Manifesto.



About Christie Ruffino

Best-selling Author, Divergent Business Strategist & Breakthrough Speaker. Christie is a student of human nature, avid reader, serial smart ass, closet rebel and proud grandma of the two most adorable kids ever!!!! (And she has thousands of photos to prove it.) Christie loves ideas, but loves idea implementation even more, can roll her tongue, swears she will NEVER sky dive but is addicted to triple digit speeds down open country roads on her 2013 Harley Davidson Streetglide.

As the creator of the Dynamic Professional Women's Network and the Overcoming Mediocrity Project, Christie is dedicated to igniting a global movement of ambitious female entrepreneurs who are dedicated to building a thriving business around their passions and gifts. They know that they can eventually do it alone, but recognize that they can do it faster and better by uniting with other like-minded women.

She loves working with beautiful, powerful, brave, strong and uniquely badass women who are living big lives and want to:

- Unite with other beautiful, powerful, brave, strong and uniquely badass women;
- Share their stories and light the way for others to also see their own inner brilliance;
- Create a scalable business model sharing their intellectual expertise;

So that they can make a bigger impact in the world, create more freedom in their life and experience more joy with their loved ones.

Visit www.WorkWithChristie.com for more info.