

Linda Rowley Notes

There is a saying *'Maximise your strengths and let someone else look after your weaknesses'*

Lynda believes that if you find your daily work in your business boring; or you are not achieving the productivity you want or find yourself just 'going through the motions', then you are probably not working on your strengths, but trying to cope with your weaknesses.

She quotes from a speed reading test that was conducted where those with lower reading skills improved their skills by 50% whereas those who were stronger at reading improved their skills by 500% margin. There is no question that by building on your strengths you will increase your productivity and inevitably your enjoyment of the task at hand. You will increase your confidence and your perseverance will increase.

You can approach your business as a job and simply go through the motions, or as a career and always be looking for a bigger and better contract. Or your business may be more like a 'calling' where you find a real connection. You need to understand just how full your bucket is as you can't keep taking out of your bucket and still maintain your passion and perseverance.

Linda is not an exponent of multi tasking. Studies have shown that your IQ drops by 10 points and your stress increases when you multi task. She acknowledges that solo operators often have to multi task but advises to stop as soon as possible.

It is important to take breaks in your business. A 15 minute break ever 2 hours, a day off a week and a month off once a year should be a goal of the business operator.
"Where attention goes, energy flows."

Developing goals can be very powerful in building your business. In a study in America it was found that the main difference between millionaires and billionaires was that billionaires went over their goals every day whilst millionaires looked at their two or three times a week.

In conclusion Linda thinks it is important to have a gratitude diary; to look for positives in your life; to exercise and be creative; and to forgive and undertake random acts of kindness.