

STYLUS

Scratching Beneath the Surface

stylus n. an instrument of metal, bone, or the like,
used by the ancients for writing

ECONOMIC CRUNCH? What's Your Reality?

by Nina Durfee

A business connection asked me, "In an economic crunch, how does one justify the additional expense for a personal coach, which can sometimes be considered a luxury?"

The short answer is: A coach helps you maintain perspective in the face of disruption.

Truth is in the eye of the beholder. The media directs our attention to negative information, dramatizes it, and plays up the gloom, doom and fear. What we put our attention on becomes our reality. We internalize this outside-induced fear and project it onto our personal environment. A reality check is in order.

What they say

Home sales are down.
Economy is in crisis.
Investments are tanking.
Social Security is dwindling.

What we feel

Fear
Insecurity
Anxiety
Hopeless

What I actually see

"Pending sale" and "sold" signs
"Help wanted" health care
Stock market history

What it means for me

Good news for buyers and sellers
Businesses are thriving and hiring
What goes down comes back up

Consider this

Did you buy groceries this week?
What's the worst meal you ate last week? The best?

What clothes hang in your closet?

What do you drive? (Note: gas prices are falling!)

Who loves you?

Do you enjoy heat, lights, comfortable bed, communication, technology?

Do you enjoy coffee in the morning? Chocolate from time to time?

What's so different today from what was true six months ago?

Relying on the government to care for us in our old age surrenders our personal power to an entity over which we have little control. What can you do right now that increases your independence as you age? What investment can you make in self-care? What inner resources and strengths and creativity will you enliven?

Unsure of your answers? A coach works with you to attain "realistic" perspective, which opens you to options and resources to maintain inner stability (over which you DO have control) during periods of exterior flux (over which you DON'T have control).

In this sense, what you pay for is peace of mind. What's THAT worth?

5 Tips to Replace Economic Fear with Optimism

1. Turn off the news.
2. Assess and appreciate your needs that are being met, as well as your comforts and freedoms.
3. Connect and communicate with someone you love.
4. Focus on stability and growth.
5. Partner with a personal coach for a wise investment in your future.

Whatever we put our attention on grows stronger. What do you want to grow stronger in your business and in your life?

What action will move you forward today?

Call or email for a free consultation:

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