

Know Your Strengths

To be happy and successful in business, it's essential you know your strengths and talents. This Power Tip will help you nail down your strengths so you can start using them to get your business up and running.

Business
Power Tips



Starting a business is a very rewarding thing to do – but it can be hard work. You want to make sure it's something you really love and something you can do well. To be the best you can be in business, you need to know your strengths and talents. Many people easily reel off their flaws and faults and yet stumble when asked to list their strengths. If you haven't yet worked out what you are good at, you can use these tips to help you identify your strengths.

Identifying Your Strengths

Identifying your strengths is easier than you think. Just take 20 minutes or so and sit down with a pen and piece of paper – or at your computer – and answer these questions. Make a list and don't worry about repeating yourself – if a strength comes up several times, that suggest it's a **power strength**. It doesn't have to be a hundred things; ten might do.



Watch the full video:
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Questions To Consider:

- What have been biggest challenges in my life?
- How did I overcome them?
- What am I most proud of in my life?
- What am I good at?
- What have people complimented me about?
- What projects have I worked on for hours without getting tired?
- What are my hobbies and why do I love them?
- If I could do anything I wanted for the rest of my working life, what would it be?

Your List

Once you've got your list, highlight the skills you already have and put a star next to the ones you'd like to develop. Then simply review your list - summarise the overarching strengths and themes you notice. If necessary, rewrite your list on a fresh piece of paper.

Keep your list with you and reflect on it from time to time.

Ask Your Friends

Talk to your friends and get them to tell you what they think you're good at. Ask them about your strengths. You'll soon begin to see if the people you trust think the same way you do or you might find out another surprising strength. Add it all to the list.

Know Your Strengths

Think about ways you can build on your personal strengths and use them to create a great business idea.

Some other points:

- **Be prepared**

Luck happens when preparation and opportunity meet.

- **Stay healthy**

Starting a business can take it out of you, so you need to stay fit and healthy so you can keep yourself focused.

- **Be open and optimistic**

Your first idea might not be your best idea. Be open to adapting and changing your business idea as it develops.

- **Give yourself permission to step outside your comfort zone**

You will be surprised at what you are truly capable of.

Many Rivers has a team of business coaches that can help you use your strengths to create your business, so get in touch with us and ask for help.