



Working Harder Will Not Necessarily Grow Your Business

By Dr. Linda Hancock

ABOUT THE AUTHOR

Dr. Hancock has written a regular weekly column entitled “All Psyched Up” for newspapers in two Canadian provinces for more than a dozen years. Over the years, her readers and clients have said that they have benefited from her common-sense solutions, wisdom, and sense of humour. Dr. Linda Hancock, the author of “Life is An Adventure...every step of the way” and “Open for Business Success” is a Registered Psychologist who has a private practice in Medicine Hat. She can be reached at 403-529-6877 or through email office@drlindahancock.com

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Working harder does not necessarily mean that you will make more money or get better results! In fact, I know many people who work extremely long hours without good results and lose their health in the meantime.

Sometimes people are duped into thinking that doing more will get results when what they really need to know is that doing things strategically is the key to success.

Yes, we need to take action. No matter how wonderful our plan for success is, it will not bring the results that you want without action. You see, if you really want to experience success and enjoy reaching your dreams you need to have a good plan as well as action.

Everything in life requires balance to be healthy. Exercise and rest are twins. Good food and exercise go together.

Business planning and consistent action are necessary for good business health.

Often people in the medical field face demands of having more patients with less time and fewer resources. As a result, they extend their working hours and try to see more people in a shorter period of time. The stress level associated with doing this escalates and over time, the professional might find that s/he is either blowing up or breaking down. You see, people cannot maintain high stress levels for long periods of time without a consequence to their health and well-being.

They frequently become so involved in doing more that they don't focus on their own needs or how they might do things better.

When I work with professionals I help them to identify their personal goals, review the practices and procedures that they are using and then develop a plan to implement systems and staffing in order to accomplish goals with the most efficient manner.

I see the smiles and note the way that these professionals seem to be rejuvenated. Often there is a huge sigh of relief that represents the release of pent up emotions that the professional has been holding in for a long period of time.

Even the most skilled practitioner can be unskilled when it comes to operating the business in which they practice their trade.

But the good news is that it really doesn't take long to tweak a business in a way that will provide health for everyone involved.

Remember, it is all about strategic planning and taking action! With a little "know how" you and your business can be right on track to achieve your goals.