

Raising the Bar

By Carol Gegner

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Just as your house needs a good foundation so does your business.

The foundation of your business is you and your self-esteem. Self-esteem is the value and worth you put on yourself. It's the inner strength that guides you when you feel defeated, yet fight to go on.

What does this have to do with running your business? Absolutely everything! You are the driving force behind your business. If you feel good about yourself, you are motivated to achieve, take risks and pursue long-term goals. You're more flexible and perform at higher levels. You aren't afraid of what others say or think. You're not afraid to mistakes and learn.

Sometimes you need a boost to enhance your self-esteem. You can become worn down as you face daily frustrations and challenges in your business? The climate becomes ripe for self-criticism and self-doubt to grab hold. Doses of self-esteem enhancers are in order! Try these techniques to feel good about yourself.

1. Self Talk. Do you talk to yourself? I hope so. What do you say to yourself? Are you critical, berating or disapproving? Or are you nurturing, kind, and supportive? Build yourself up, don't tear yourself down!
2. Act As If. Do you ever feel like an imposter and you're just waiting to be "found out?" 70% of successful people have had that same feeling at some point in time. Walking and talking "as if" you are already successful paves the way for it to happen!
3. Good Habits. Organize your day and be prepared. Create an environment that's conducive to your productivity. Take charge and eliminate those distractions and excuses that take you away from what you want to do. Your time is valuable so use it well!
4. Reframe. How do you handle mistakes? Are they learning opportunities or defeating events? No one is perfect. Give yourself mistake quotas and use those mistakes as guideposts

for future decisions. Mistakes mean you are alive and in action!

Take the time to boost your self-esteem. To get extraordinary results in business and in life you need to believe you deserve it. Feeling good about yourself allows you to "raise the bar" and rise to a level you never thought you could achieve!

Article written by Carol Gegner, President of Executive Coaching and Consulting Systems. Visit <http://www.coachexecs.com> to subscribe to Keys to Success, a free monthly ezine. Carol works with small business owners, professionals, and organizations who want to excel. Send email to carol@coachexecs.com for more information.

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