



SMME Clinic Masterclass

ALIGNING YOUR PERSONAL & BUSINESS VISION

Anton Ressel

Focus on what inspires you

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How would you like to:

- Feel more inspired?
- Achieve more goals, more consistently?
- Understand your Purpose?
- Be a happier, less stressed individual?



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Facilitator – Anton Ressel

Senior Business Consultant/ Facilitator / Mentor

Anton has more than 20 years' experience as an entrepreneur, training facilitator, business developer, consultant and mentor in the small business sector.

He is a published writer and was the entrepreneurial specialist for Fin24 for several years.

Anton co-founded the groundbreaking social enterprise Streetwires. He is the Entrepreneur in Residence for the FNB SEIL programme, Head Coach for the SAB Foundation Social Innovation Awards, and has consulted with Fetola for 17 years.



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Introduction – WHY IS IT IMPORTANT?

Aligning your personal and work vision can bring greater harmony and purpose to your life, both professionally and personally.

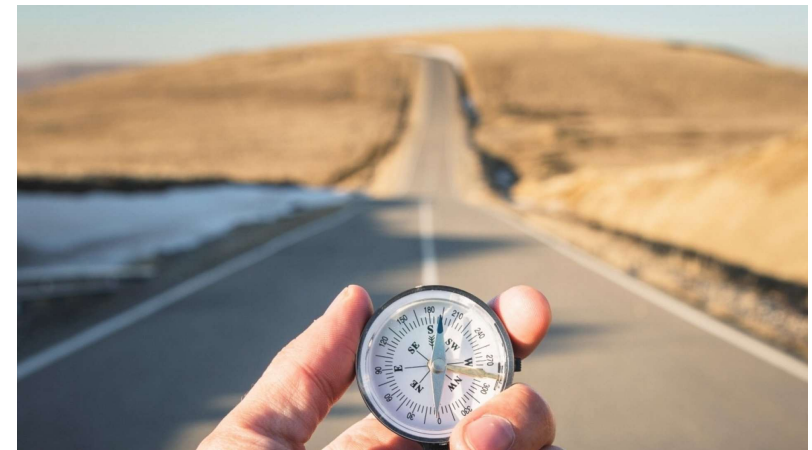
When the two visions resonate, it becomes easier to make decisions, allocate appropriate time, and stay motivated!

Entrepreneurship is a long and challenging journey, so you need to find ways to stay the course for the long-term.

So, where do we start?



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SOME TOUGH QUESTIONS TO ASK YOURSELF...

- What is your purpose?
- Why are you in your career?
- Is your career aligned to your needs?
- How can you contribute to growing a lasting organisation?




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Where do you want to be in 6 months? 12 months? 24 months?
10 years??
Have a clear Vision for your future
Focus on the important stuff!



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Exercise – The 7 Areas of Life

Financial

Vocation - work

Family

Friends

Spiritual

Physical – food, health

Mental - learning new things



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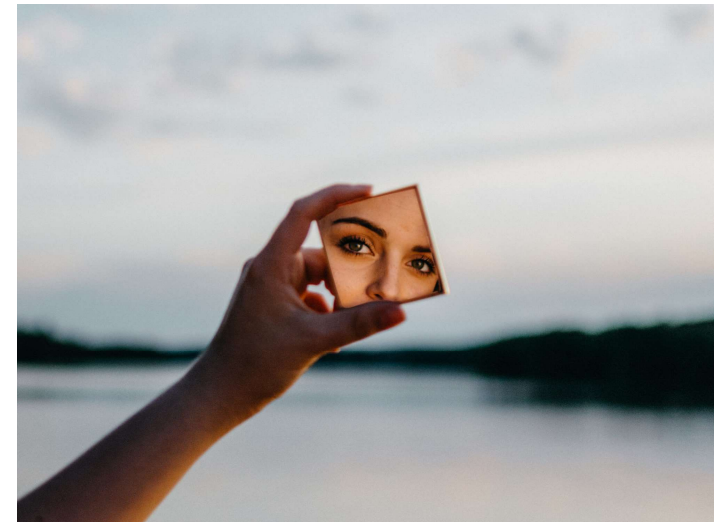
Principle #1 - Start with Self-Reflection

Take some time to understand your personal values & beliefs:

- What drives you?
- What inspires you?
- Who do you admire, and why?
- What does success look like to you?



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Principle #2 - Define Success in Both Areas

Write them down:

Personal Vision: The kind of life you want to lead, the relationships you value, the personal achievements you target.

Work Vision: Your career goals, the impact you want your work to have, your growth trajectory and the ultimate destination.



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Principle #3 - Find the Points of Synergy

Look for common themes or values between your personal and work visions.

- Are there areas where they intersect?
- Can these intersections be refined or leveraged so that greater alignment can be fostered?



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SYNERGY
 $1+1=3$

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Principle #4 - Re-Evaluate your Priorities

If there's a conflict between the two visions, you may need to re-evaluate and adjust your priorities.

- Can this friction be resolved by making small changes in your work habits or strategic focus? Or
- Is it necessary to consider a career pivot or a whole new business model?

"this is your life,
and it's ending
one minute
at a time."
-fight club

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Principle #5 - Integrate Work-Life Activities

Find ways to incorporate personal goals & interests into your workday and vice versa.

- If you are a fitness fanatic, can you start a fitness group with your team or colleagues?
- If your passion is meditation or reflection, how can you incorporate this into your busy working day?
- Small steps can make a big difference!



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Principle #6 - Set Boundaries

If your personal and work visions are becoming misaligned due to overworking or taking on tasks that don't resonate with your core values, it's essential to set boundaries.

- Can you delegate tasks that suck your energy?
- Can you learn to say No?
- Can you block out time in your day or week for tasks that energise you?
- Can you 'play golf on a Wednesday'??



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Thank You



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Practical Business Remedies