

FINANCIAL FEARS? WHO ARE YOU TALKING TO?



Today, in the midst of the well known economic panic, many business owners and executives suffer in silence. Are YOU one of these who puts on a stable face but inside your stomach churns, your heart races, and your head throbs? Does deep, restful sleep elude you? Do you have less of an appetite or find yourself eating lots more than usual? Is it tough to concentrate? Feel hopeful? Get beyond the blahs?

If this describes YOU, know that you are not alone. Thousands just like you lie awake at night frozen in fear. You and they worry about employee layoffs, failure to thrive, and company closings. You and they wonder how to make it through one more difficult day. You and they know the end of this bitter pill is not just around the bend.

The pain you experience is a complex pain. It's a combination of psychic, physical, and strategic pain. Some days you think you may break; other days you're numb. The worst part? Not knowing where to turn, how to make things different.

The good news in all of this gloom and doom is that you don't need to travel the journey by yourself. Now is an ideal time to connect with an executive coach who can acknowledge your pain, serve as a sounding board, and move you from paralyzing fear to meaningful action. Appropriate action. Reasonable action. Inspired action.

Too many executives and business owners choke themselves with the notion that they must stuff their anxiety and solve their own problems. Whether this belief comes from pride, embarrassment, or stubbornness, it's self defeating. Remember: you are where you are as a result of your past and present beliefs, thoughts, ideas, choices, and strategies. The real questions are: Do you like where you are? Do you like how things are with your business? Do you sense that both you and your business are going forward? Do you feel confident about the future? If the answer is "no" to even one of these questions, then YOU are stuck.

This is a great time in history to do whatever it takes to get unstuck. And, there's a very good chance you can't do it by yourself. If you could, you probably would have done it already.

You won't do it with family, friends, or colleagues either. Your family doesn't know exactly how to help you; your friends don't know exactly how to help you; and colleagues keep feeding you the same old tired patterns of thinking. What you crave is fresh perspective from someone who can help you clear the cobwebs in your mind and in your business. Cobwebs such as confusion, disinterest, frustration, and absence of creativity. Cobwebs such as the inability to cope effectively with serious problems due to lack of skill or good process. Cobwebs that keep you stuck and stymie your business.

Understand that a decision to dodge executive coaching costs you plenty: sustainability, health, income, credibility, and peace of mind. Can you honestly afford to give up a couple or all of these? Why would you want to give them up? Why would you not want to acquire them in the first place? In these crazy, roller coaster days investing time and money into executive coaching often means the difference between sanity and darkness, success and failure. The choice is yours. ❁

Sylvia Hepler
Executive Coach and Advisor
Sylvia@LaunchingLives.biz
717-761-5457



get unstuck. . .create a new story