



# Personal leadership

## Self coaching guide





## Personal Leadership

---

*"We are all here for some special reason. Stop being a prisoner of your past. Become the architect of your future."*

*— Robin S. Sharma*

---

The coronavirus has turned everything upside down, things everyone took for granted have simply vanished. Things no one everyone dreamed could happen occur almost every day. Tens of thousands of people are no longer with us; we have all been through lockdown and the economy has taken the biggest hit in living memory. All this is down to a virus nobody had heard of this time last year.

Lots of people have gone through more change and disruption than they can handle. Social life is all over the place, work-life the same. It's all very disturbing, it saps self-confidence and reduces people's sense of direction.

This self-coaching guide is the most popular download in my business's history. I have spent a lot of time improving it because I believe it really helps people take a breath, get to know themselves, work out what they want to get out of life, then go and get it.

How does it do this? It is a great starter for anyone interested in developing personal leadership in themselves. Joel Farcht defines personal leadership as follows:

"Personal leadership is the self-confident ability to crystalize your thinking and establish an exact direction for your own life, to commit yourself to moving in that direction, and then to take determined action to acquire, accomplish, or become whatever you identify as the ultimate goal in your life."

Crystalizing your thinking is the starting point. We use 8 Areas of life to develop your understanding of where you are in each area using mind maps, great questions, and time to think. The "Wheel of life" is a very graphic way of looking at balance in your life. It's easy to see the imbalance and it makes the next step easier.

Establishing the exact direction for your life might take a while but goals are a great place to start. The rest of the guide focusses on goals and takes you through my special goal planning process. The process helps you turn simple, or complex goals into actionable plans. Actionable plans will help you acquire, accomplish, or become whatever you have identified as your goals.

Good luck and I hope this helps you

Simon

# Self-Coaching

---

*“Become addicted to constant and never-ending self-improvement.”*

*Anthony J. D’Angelo*

---



Congratulations on your decision to self-coach . You are on the way to more success in your business and private life. Here are a few tips to get the best out of your sessions;

- Making lasting change and improvement is not a quick fix. Its going to take some time and effort but the results can be life changing.
- Make an appointment with yourself and schedule it in your diary. Protect the appointment as if it were a “Must do” action and try your utmost not to reschedule.
- If you’re going into your coaching session feeling angry, frustrated or upset about something, take a few moments to get into a positive, calm mindset.
- Make sure you remain honest with yourself. If you find it difficult to answer some of the questions think how someone you trust might answer them. Better still ask them to work on the plan with you.
- Coaching yourself is a gradual, iterative process. Don’t pressure yourself to get the perfect results the first time. Take as much time as you need to get your first results, then sleep on them and revisit later.
- Be kind to yourself, if in doubt, get on the positive side of honest and look at the bright side.
- Enjoy your sessions; they might be challenging at first but, when you get the hang of things, they will be revealing, effective and fun!



## Getting to Know YOU

---

*"There are three things extremely hard: Steel,  
a Diamond, and to know one's self."*

*Benjamin Franklin*

---

In 1750, Benjamin Franklin, American author, inventor, musician, and scientist — to name a few of his many notable occupations and accomplishments — observed in his Poor Richard's Almanac: "There are three things extremely hard: Steel, a Diamond, and to know one's self." Despite his success in numerous disciplines, Franklin acknowledged the difficulty people have coming to an in-depth understanding of themselves, for without that understanding, they can never begin to realise their full potential.

Most of us are so busy and have endless diversions that we never take the time to get to know ourselves. This is especially true in today's 24/7 world where e-mail, texting, and social media is constant. In his book, *Self-Renewal*, John Gardner said, "Human beings have always employed an enormous variety of clever devices for running away from themselves. By middle life most of us are accomplished fugitives from ourselves."

True personal leadership doesn't mean following a set of guidelines or learning how someone else succeeded. Instead, it is based on deep self-knowledge, understanding your unique mix of talents and abilities, and leveraging your strengths for maximum impact. The better you know and understand yourself, the more success and results you can achieve. Warren Bennis wrote, "Letting the self-emerge is the essential task of leaders."

## Coaching Tips

---

*"Coaching works because it's all about you. When you connect with what you really want and why - and take action - magical things can happen."*

*Emma-Louise Elsey*

---



Getting the answers you need to build your self-awareness, balance and move forward is all about asking yourself the right questions, thinking carefully and answering honestly. Get these questions right and you can peel back your layers to get to the authentic you. It can be difficult to get started so here are a few suggestions. As you consider each area of your life ask yourself

- What's on your mind? Great starting point; What is the first thing that comes to mind when you think about this area of life?
- And what else? More often than not, it's not just one thought or concern. It's worth exploring thoughts you have on the back burner. What else can you do? What else is possible?
- What's the real challenge here for you? Have you identified all the challenges, have you written them down and identified the real reason you are not moving forward as well as you might?
- The Lucifer question (for fans of the series of the same name) What do you really desire? Have you thought what you want to get out of this area of life? What is it and what are the potential benefits if you achieve it or losses if you don't?
- Who can help you and how can they help you? Is this something you can do on your own or do you need others to pitch in?
- How will you succeed? Do you have a plan in mind already?



## Coaching Tips

---

*Each person holds so much power within themselves that needs to be let out. Sometimes they just need a little nudge, a little direction, a little support, a little coaching, and the greatest things can happen."*

*Pete Carroll*

---

### Choosing a new direction or focus?

Here are a few questions to help you.

- What projects do you need to abandon or postpone?
- What meetings, events and activities will you have to give up?
- What resources do you need to divert?
- What expectations do you need to manage?
- What relationships will you let go?
- What attitudes and behaviours do you need to break?
- What old stories or dated ambitions do you need to update?
- What beliefs about yourself do you need to let go of?
- What will success look like?

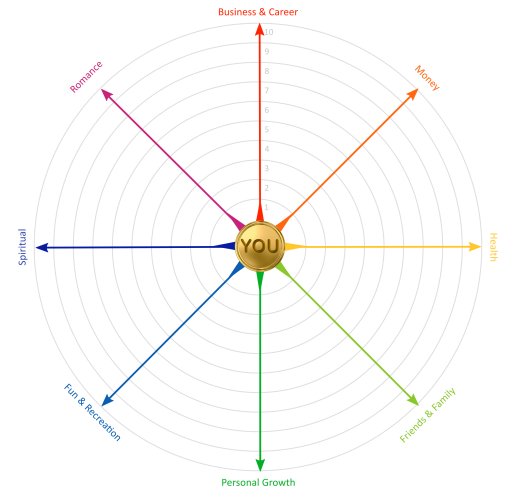
# 8 Areas Of Life

---

*""Not everything that counts can be counted  
and not everything that can be counted  
counts."*

*William Bruce Cameron*

---



Most of us lead busy hectic lives where our energy focuses on the apparently urgent. It's so easy to find you are out of balance and not giving essential areas of life the attention they deserve. This can lead to unhappiness, a sense of emptiness and missing the levels of success you deserve.

When you feel this coming on its time to look carefully at your life. Thinking deeply about each area in turn to get the helicopter view you need to drive change successfully.

The wheel of life is a great tool widely used by professional coaches to consider each area of your life and work out what's out of balance.

The next section helps you think before you create your wheel and balance it. I use 8 areas, which are;

- *Business & Career*
- *Money*
- *Health*
- *Friends & Family*
- *Personal Growth*
- *Fun & Recreation*
- *Spiritual*
- *Romance*

Just do the ones that really matter to you or do them all; the choice is yours

# Business & Career

## Coaching tips

This could include "Work", "Business" or "Volunteering", "Career" could extend past your current job into other roles or companies.

Mindmap





# Business & Career

*“Always deliver more than expected.”*

*Larry Page, co-founder of Google*

Notes

Most useful discovery

# Money

## Coaching tips

If it helps, think of “Money” as “Finances”, “Financial Security” or “Financial Wellbeing”

## Mindmap



# Money

*Too many people spend money they earned. To buy things they don't want. To impress people that they don't like."*

*Will Rogers*

Notes

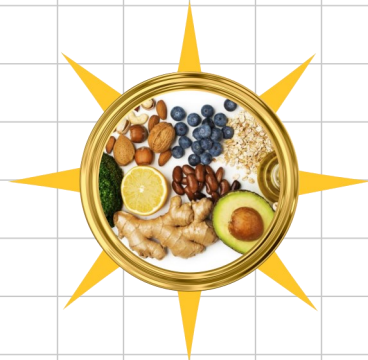
Most useful discovery

# Health

## Coaching tips

Health comes in many forms, some will have more meaning to you than others. Consider "Emotional", "Physical", "Fitness", "Spiritual" or "Wellbeing" perspectives choosing one or two for this session.

## Mindmap



*keep the body in good health is a duty, otherwise we shall not be able to keep our mind strong and clear."*

*Buddha*

Notes

Most useful discovery

# Friends & Family

## Coaching tips

All about your friends and family, perhaps you have a relationship or situation you want to change?

Mindmap



Friends & Family

*“A real friend is one who walks in when the rest of the world walks out. “*

*Unknown*

Notes

Most useful discovery

# Personal Growth

## Coaching tips

Personal growth takes many forms, "Learning", "Self-Development" or "Spiritual" just to name a few.  
Pick an area that is meaningful to you.

Mindmap





# Personal Growth

*Without continual growth and progress, such words as improvement, achievement, and success have no meaning."*

*Benjamin Franklin*

Notes

Most useful discovery

# Fun & Recreation

## Coaching tips

We all need to have fun in our lives, if we don't everything can seem dull, bland and grey. Do you have enough fun in your life right now or do you need to find ways to add it to the mix?

Mindmap



# Fun & Recreation

*“Even though you're growing up, you should never stop having fun. “*

*Nina Dobrev*

Notes

Most useful discovery

# Spirituality

## Coaching tips

According to the Oxford English Dictionary “Spiritual” means “Relating to or affecting the human spirit or soul as opposed to material or physical things” You might think of “Morals”, “Values”, “Religion” or your spiritual wellbeing.

Mindmap



# Spirituality

*“Maintaining spirituality and humanism are the keys to success. It's a balance. “*

*Bikram Choudhury*

Notes

Most useful discovery

# Romance

## Coaching tips

You might include "Dating", "Relationship" or "Life Partner" depending on your relationship status.

Mindmap



# Romance

*Men always want to be a woman's first love - women like to be a man's last romance. "*

*Oscar Wilde*

Notes

Most useful discovery



## Your wheel of life

---

*The challenge of work-life balance is without question one of the most significant struggles faced by modern man.*

*Steven Covey*

---

### *Coaching tips*

You have looked at each area of life, crystallising your thoughts, getting to know yourself much better and developing focus and direction.

Your wheel of life is on the page opposite.

Rate each area 1-10 where one is very dissatisfied and 10 is extremely satisfied.

Once you have completed all the areas, join them together with a straight line.

How balanced is your wheel?

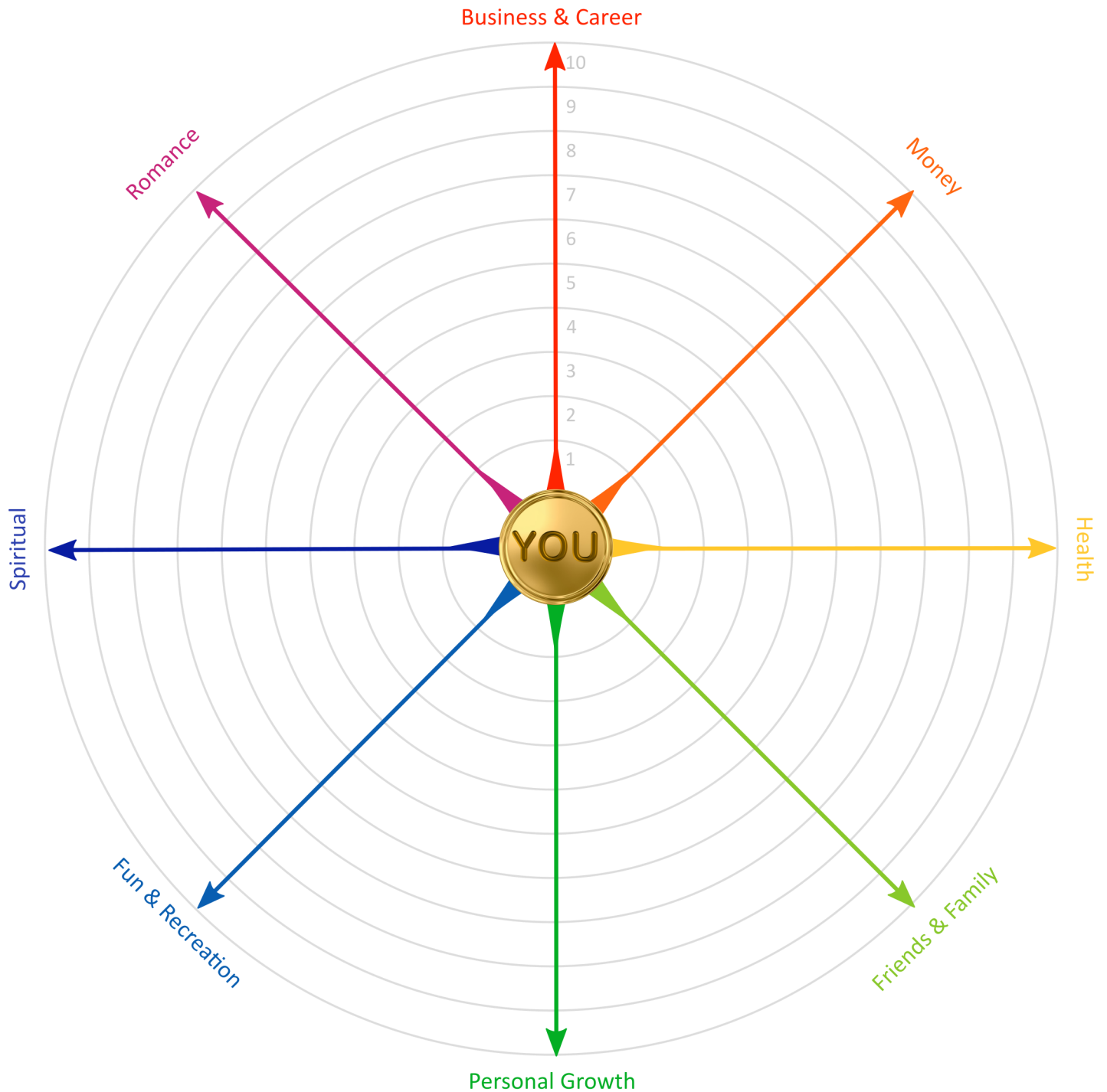
The “Wheel Of Life” has been around for over a thousand years and is widely used in personal development. You may be familiar with it if you have been exposed to life coaching or personal development for greater effectiveness.

It is a visual analysis tool that enables you to think as deeply as you want to about your life and how satisfied you are with it.

It has eight spokes representing eight areas of your life. Once completed your wheel will show where you have imbalances and help you understand where you are now and where you want to be in the future.



# Your wheel of life





# Balancing your wheel

## Coaching tips

Complete the table below prioritising each area of life from 1 to 8 where 1 is the most important and 8 the least. Fill in the % of time you spend on each area in the column provided.

Area of life	Priority (1-8)								Time spent (%)							
Business & career																
Money																
Health																
Friends & family																
Personal growth																
Fun & recreation																
Spiritual																
Romance																

## Coaching tips

- Are you surprised by the end result?
- Is there an imbalance between priority and time spent?
- What is your most useful discovery in this area?
- Can you write some goals to help you move forward to a more balanced and focussed life? Give it a shot, don't worry about SMART goals right now. There is help for that in the next section

# Balancing your wheel

Area of life	Goal
Business & career	
Money	
Health	
Friends & family	
Personal growth	
Fun & recreation	
Spiritual	
Romance	



# SMART Goal Planning

---

*“Crystallize your goals. Make a plan for achieving them and set yourself a deadline. Then, with supreme confidence, determination and disregard for obstacles and other people's criticisms, carry out your plan”*

---

## Coaching tips

We have a great process for you. Based on an extended format of SMART goals, it helps you gain all the benefits of SMART goals combined with the advantages of an NLP based planning process.

You might find it easier if you pick a fairly small goal to start with, perhaps a short term goal or a stepping stone to a larger one.

## SMART goal planning

If you set yourself well thought out, written SMART goals that are meaningful to you, you are nearly three times more likely to achieve your objectives compared with someone who simply tries hard. Good goals help you focus on what is important, provide a sense of direction and purpose and motivate you when the going gets tough. The goal setting and planning process gives you more clarity in your decision making and helps you plan how to overcome potential objectives before they arise.

There are several types of goals you might like to consider. Short-term, Long-term and Lifetime goals are all defined by timescale. Lifetime is very straightforward, as the name suggests these are goals you want to achieve in your lifetime. The cut off between short term and long term is a personal choice but typically there are no skill barriers to achieving a short-term goal and you measure them in months, or at most a few years. Long-term is typically between 5 to 10 years.

Stepping stone goals create the path to achievement of lifetime or long-term goals. Typically, they provide you with skills, resources, qualifications or attitudinal changes required for the next step in the process.



# SMART Goal Planning

---



*What you get by achieving your goals is not as important  
as what you become by achieving your goals"*

*Zig Ziglar*

---

## SMART goals

Describe, as simply as you can, using positive language, the precise goals you want to achieve. Write the goal in a form that is specific, measurable, attainable, relevant and time-bound. Then you will be able to develop appropriate action steps.

The S in S.M.A.R.T. stands for SPECIFIC. You have a much higher chance of achieving a specific goal than a general one. To set a specific goal, ask yourself who is involved? What do I want to achieve? Where will the goal take place? When will it take place?

The M in S.M.A.R.T. stands for MEASURABLE. Your goal is measurable when it can be quantified. You need to establish concrete benchmarks for measuring progress towards each goal you set. When you measure your progress, you stay on the road to success, reach your target dates, and experience the sense of success that spurs you on to continued effort required to achieve your goal.

The A in S.M.A.R.T. stands for ATTAINABLE. Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. Attainability may be influenced by time. Let's say your goal is to become CEO of your company, this may be unattainable if you have just started your career and your timeline is 6 months but totally attainable if it's a lifetime goal.

The R in S.M.A.R.T. stands for RELEVANT. Your goal must have relevance to your current position and condition to be effective. Ask yourself, is this the right time? Is it worthwhile? Does it matter to me? Will achieving this goal contribute to my success?

The T in S.M.A.R.T. stands for TIME-BOUND. Time is money! Make a tentative plan of everything you do. Everybody knows that deadlines are what makes most people switch to action. So install deadlines, for yourself and your team, and go after them. Keep the timeline realistic and flexible, that way you can keep morale high.

## Start Date

Enter the date you started completing the goal.

## Benefits & Losses

List here all the advantages you will gain or losses you will avoid when you reach your goal. Include concrete benefits such as improved income or items you will possess. Identifying both benefits, you will gain and losses you want to avoid. This is important because these are the two driving factors in human motivation.

## Obstacles & Solutions

Identify the obstacles you are most likely to encounter, then make plans to crush them. Consider possible ob-



### *Coaching tips*

Use the following pages to create a SMART goal to start re-balancing your wheel and your life.

Pick just one of your goals and take it through my goal planning process

Once you have planned a goal, put the activities into your schedule and start turning aspiration into reality.



## SMART Goal Planning

---

*you want to be happy, set a goal that commands your thoughts, liberates your energy and inspires your hopes."*

*Andrew Carnegie*

---

stacles and formulate possible solutions or actions for overcoming them. Add these strategies to your Specific Action Steps for Achieving this Goal.

Evaluating existing obstacles also increases your awareness of the constraints you need to work within. To choose the most effective course of action, you need to consider limitations like budget, team member's skills and attitudes, available resources and market conditions. Working out how to handle these constraints logically and efficiently should impact the action steps you choose

### Affirmations to Support This Goal

Write some personal affirmations. These will motivate you and help you when the going gets tough. Make your affirmations positive and express them in the first person and in the present tense to give them the impact of your commitment.

Read or repeat them several times a day to encourage yourself in using the attitudes they describe. Reading or repeating affirmations raises your confidence in your ability to lead and succeed.

### Visualisations to Support This Goal

Increase your commitment and belief in your ability to achieve your goal. Use this section of the goal planning system to decide how you will incorporate visualisation into the pursuit of your goal. Decide on the visualisation items you will use and how you will use them.

### Specific action steps to achieve this goal

List the exact actions you must take to bring your goal into reality. Many goals depend upon completion of a series of action steps that you must take in consecutive order, one after another. After listing the steps, indicate the order you must take them in. Some steps might need to be broken down into their own goal with some smaller, more detailed action plans. Set a target date for each action. When you study each action step, record the date in the date reviewed column. As you take action, enter the date you completed it in the date completed column. This gives you a visible check on your

# SMART Goal Planning

---

*All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible."*

*Orison Swett Marden*

---

progress.

## Resources

Identify the individual(s) and resources needed to achieve this goal

## Measures

How are you going to track your progress towards your goal? Identify benchmarks, KPIs and appropriate performance measures to measure. This provides you with a sense of achievement that will motivate you even more.

## Target date

Once you have planned the action steps needed to achieve your goal, you can work out how long you will take to do the entire job. Fill in the "Target Date"



## Coaching tips

When you are working towards your goals remember the danger of prioritising urgent activities over important ones.

Some of your activities, like planning, thinking, networking and analysing performance are important to your success. You need to make time for them.



# SMART Goal Plan

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations



# SMART Goal Plan

### Action steps

[illegible]

## Resources

## Measures

# SMART Goal Plan

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations

# SMART Goal Plan

## Action steps

[illegible]

## Resources

## Measures

# SMART Goal Plan

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations

# SMART Goal Plan

### Action steps

[illegible]

## Resources

## Measures

# SMART Goal Plan

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations

# SMART Goal Plan

### Action steps

[illegible]

## Resources

## Measures

# SMART Goal Plan

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations



[illegible]

# SMART Goal Plan

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations

# SMART Goal Plan

### Action steps

[illegible]

## Resources

## Measures

# SMART Goal Plan

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations

# SMART Goal Plan

### Action steps

[illegible]

## Resources

## Measures

# SMART Goal Plan

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations

# SMART Goal Plan

### Action steps

[illegible]

## Resources

## Measures



# SMARTer entrepreneurs Make more money



## Smarter entrepreneurs make more money because they

- Have excellent business ideas!
- Make smarter plans to turn great ideas into an effective strategy
- Action their plans skilfully with flair and commitment
- Just keep getting better, smarter and smarter as they develop

We help entrepreneurs get twice as smart with our online business advisory. The first SMART is firmly based on values, specific, measurable, attainable, relevant and time-bound.

The second SMART comes courtesy of our experience serving organisations from the largest to the smallest and starting several businesses in the services sector. We have made the mistakes already, so you don't have to. We have learned hard lessons, and so you can learn the easy way. We have the techniques, skills, processes, mindset and can help you discover them too.

Get SMARTer with our continuous improvement process. Discover how you can improve each element of your business each time you take action.



[help@smarterentrepreneurs.co.uk](mailto:help@smarterentrepreneurs.co.uk)

[www.smarterentrepreneurs.co.uk](http://www.smarterentrepreneurs.co.uk)