

Business Journal Guide

The Business Journal is a tool to assist you in learning how to think independently, instigate your own activities and create success in your life.

For you to do that you must be able to think clearly and specifically. This leads to clarity of motivation, thought, problem solving, decision making, goal setting, planning and time management, follow through, and the successful achievement of your goals.

Goals are most often not achieved without this.

Your Business Journal is the Tool of Tools, the Tool Chest in which you keep your other tools, and the record and portfolio of your implementation and successes.

What are the uses of a Business Journal, or what are the tools to be used in it?

- * Diary writing - recording events of the day
- * Free associative writing - doing a brain dump, writing whatever comes to mind without editing - let it flow you may be surprised what you learn and discover
- * Verbally vomiting - when you have had a bad day, bad experience, just frustrated and feeling confused or overwhelmed - put it here and let it go
- * Imagining and day dreaming - let your mind dream, paint the pictures of your success and accomplishments
- * Brainstorming or idea generation - coming up with ideas, alternative, options, possibilities
- * Researching - collecting information and data from books, the Internet, what others say, etc.
- * Problem Solving - put your problem solving processes and procedures in here to work it out and give your self objectivity
- * Decision Making - use decision making tools to clarify the objective/goal, weigh the possibilities and outcomes, and find the best decision
- * Goal setting - what do you want and when do you want it?
- * Planning and time management - what is the plan to get there, how to do, what to do, when to do and by whom (time management gets transferred to a separate planner or calendar)
- * Tracking - measuring progress and improvements
- * Refinement - how to work smarter; how to get better outcomes
- * Set backs - determining what did not work, corrections, new planning and implementation
- * Success - what happened, how did you do it? - celebrate it!
- * Wisdom and insight - what have you learned from what you read, researched, planned, implemented, achieved, etc.

A Very Honest Conversation with yourself is what a Business Journal is all about, and then applying creative problem solving, imagination, desire and passion, then the will to figure out how to get on with things and then doing it and achieving it.

There are two area of management you must consistently manage: yourself and your time. If you do not manage you or your time, you cannot manage business. It is that simple.

So in your Business Journal you have a conversation with yourself about you.

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- * How am I doing?
- * What am I doing?
- * Where am I going?
- * What am I getting done?
- * How well am I doing it?
- * What am I achieving?
- * When will I have it done?
- * What can I improve?
- * Where am I stuck?
- * What are my long term goals?
- * What are my quarterly goals, monthly goals, weekly, daily?
- * Do I have plans of action in place to implement?
- * Am I getting it done?
- * How do I feel about all of it?
- * What kind of difference am I making for myself and others?

Setting up Your Business Journal

Since your Business Journal is something you work in, record in, plan in, etc., and go back and review, you should have something that is going to last over time. In my opinion, a three ring binder is perfect for this. When you fill it up with paper and writing, get another one.

A tablet of paper is not likely to cut the mustard on this; a spiral bound notebook might, or book bound journal can work as well. The idea is something that will last, easy to write in, and carry with you when necessary.

If you like to write in your computer that will work, too. If you like to carry your notebook around with you, as well, then you will have to be a bit more innovative. Either transcribing your written notes into your computer, or printing out your typed in words to put into your three ring binder. Something...the point is, you want it all in one place for work and reference; that is what will create your best focus and results.

How Often Should You Write?

Two times a day, minimum, once in the morning, once at night. Just like the dentist tells you to brush your teeth at least twice a day, incorporate your journal writing the same way. It is as critical to your “business health and progress” as brushing your teeth is to your “dental health.”

What would happen if you didn't brush your teeth for a few weeks? Ewwwww, decay, fuzzy teeth, really bad breath, right?

The same thing with your journal, your business will not make the kind of progress it could make unless you consistently have the clarity the daily journal writing will bring you. So, the point is, do not let your journal get bad breath. Write in it daily and only then will you truly realize the power you can harness with this simple tool.

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