



You get better at what you practice, but you practice things differently.

- Do you have regularly occurring success with an activity?
- Do you look forward to the activity?
- Do you see consistent, continual growth?
- How do you feel when you've completed the activity?

You get a greater ROI on your effort when you focus on activities that leave you feeling strong, energized, fulfilled, smart, valuable

A common misconception about Strengths is that the idea playing to your strengths is OK for teams of people but impossible for solo-practitioners or very small companies. The argument being: *"I am alone and thus required to do everything."*

There's no discounting the special burden of being a "one person show" and working solo actually creates a greater demand for understanding the truths about Strengths and Weaknesses.

The real value in focusing on your strengths is the return on investment from your efforts. You will be more productive and have more creativity when you work in areas of your greatest strength.

Most people become solos because they have a passion (and hopefully a skill) for a particular activity. They are often quite good in their chosen field and quite lacking in "all the other stuff." The key is to develop an ability to manage your weaknesses.

Managing a weakness involves making intentional decisions on priorities and looking for ways to mitigate its draining effect on performance, stamina and creativity. It is critical to be honest about activities that zap your energy - don't make excuses. Acknowledge the feeling and manage it.

S-T-O-P

Stop doing it and see if anyone notices.

Trade it off with someone else who needs a strength of yours.

Offer up an alternative.

PGet a different Perspective. (Probably the most effective for solo people).

Jim Seybert's mission is to unabashedly encourage people to do their best work, and to love doing it. He is a Certified SimplyStrengths™ Trainer, one of a dozen people in the world authorized by StrengthsFinder® co-creator Marcus Buckingham to use his exclusive material on an independent basis. His small, private consulting practice will celebrate it's 10th anniversary in October of 2011. Since leaving the soft chair and big office comfort of corporate life, he has worked with companies ranging from Fortune 100 to solo-practitioners. He's led workshops and executive retreats on jungle islands off the coast of Nicaragua, in high-rise board rooms over-looking Toronto and many places in between. Jim lives in Arroyo Grande and spends as much time as possible hiking foot trails in Yosemite National Park.