



Chamber University

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*Grow Your Business*



WORKBOOK

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# K E Y P O I N T

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## WHAT DOES IT MEAN TO BE DRIVEN?

Driven individuals demonstrate a consistent set of personality traits. They are passionate, focused on learning and competitive. They are also doers - passion and learning alone give us the dreamers and spectators, hard work is needed to bring success. When hiring new recruits, drive is an attractive, and often essential ingredient, and can be broken down into five components:

Disciplined - intense focus on the job in hand

Resourceful - finds a way to succeed no matter what the obstacle

Ingenious - thinks differently, innovative

Voracious - motivated, competitive and won't quit until achievement is attained

Entrepreneurial - has vision, gets excited, dedicated work ethics

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# EXERCISE



WHAT DRIVES YOU?

WHAT DO YOU BELIEVE IN?

WHAT IS MY PASSION?

DESPIRATION: IS OPERATING IN SURVIVAL MODE

- OPERATING IN THE SHORT-TERM
- OFFER LOWER PRICING
- ONLY SEE WHAT'S IN FRONT OF US
- LOSE ABILITY TO ORGANIZE
- ANY ACTION = GOOD ACTION THINKING
- NEED THINGS TO WORK "RIGHT NOW"
- "AT LEAST I'M DOING SOMETHING" ATTITUDE



## SURVIVAL MODE V. PRODUCTIVE MODE

A HELPFUL CHART TO EVALUATE YOUR ACTIVITIES:

	<b>Productive Mode</b>	<b>Survival Mode</b>
Assessing new info	responsive	reactive
Stating needs	unapologetic	defensive
Planning timeline	Short, medium, long-term	Next 24 hours, Right Now
Collaboration	Find a win-win	Don't get taken advantage of
Outlook	We win some; lose some	Everything fails
Emotional State	Stress	Panic
Relationships	I get by with a little help from my friends	I'm embarrassed / ashamed I've been abandoned
Decision criteria	Stay true to the vision	At this point, I'll try anything



## HOW TO INCREASE YOU BUSINESS!

- 1.DON'T OPERATE IN NEUTRAL
- 2.CONSTANTLY DO SOMETHING DIFFERENT
- 3.EMBRACE CHANGE
- 4.SEE THINGS FROM A DIFFERENT PERCEPTION
- 5.BE INNOVATIVE
- 6.LOOK FOR NEW IDEAS, PRODUCTS, MARKETS
- 7.AUTOMATE OR OUTSOURCE
- 8.LOOK FOR FASTER, BETTER, EASIER
- 9.WORK ON YOUR BUSINESS NO IN YOUR BUSINESS
- 10.DELEGATE
- 11.HAPPY CUSTOMERS BECOME HAPPY SALES-PEOPLE
- 12.QUIT NESTING
- 13.PLAN FOR SUCCESS THEN WORK YOUR PLAN



# LEARNING BY APPLICATION

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## ENRICHMENT ACTIVITIES

Reflect to a time when you operated out of desperation and didn't get the desired result. Answer the following questions.

**How did you attempt to fix the issue?**

**What action/plan did you put in place?**

**Were you operating in the productive mode or survival mode? (refer the list in the workbook).**

**What steps can you put in place to operate differently, with a better result, in the future?**

**Recommended Reading:**  
**LeBlanc, Mark: Growing Your Business**