

Making Sense of Mondays

Mom's Business Tips

If you are anything like me, you appreciate Mother's Day for a variety of reasons, one of them being that it reminds us to do something at least once a year that we should be doing at least once a day – honoring our moms. Happy Monday after Mother's Day to all who are reading this dedication to moms.

Mother's Day tends to dig up memories of the past; stories told, and lessons learned that seem to make their way into my decision-making activities of the present. It seems that I am always looking at life from the vantage point of my mother's hip as she carries me through some tough times, from her apron strings as she instructs me about the importance of showing up and working hard and from her shoulders as she shines light on the steps of my future.

As the son of a single mother of three who worked nights and took 1 or 2 college classes during the day for years so that she could be at home to help with homework, at sports practices, at scouting events and at other extracurricular activities, it takes little effort to discover the roots of some of my most useful business strengths; hard work, determination, adaptability and a "whatever it takes", "can't quit" attitude that is always figuring out plan "B" and "C" and if necessary, plans "D", "E" and "F".

Looking at life from my mother's hip taught me to approach work from a place of support and care. If you have heard my story, you know that at the age of eleven, after making my first \$250, I told my mom that I knew what I was going to do with my life. I was "going to get rich and take care of her and teach other people how to get rich." Although some of that life dream came to pass while my mom was alive, the expressions of that dream continue to appear in my ideal client relationships.

Let me explain – as I have kept a careful eye on whom my business attracts, I find that path is filled with women in business who tend to be nurturing types with a bit of steady toughness, like my mom. These are successful women who tend to lend their strength, support and care to their customers, clients and team. At first this reality surprised me, but as I have grown and developed in my business life, experience and training, it makes perfect sense. These are my people; after all, I have been working alongside them for most of my life.

As a business owner and entrepreneur, be specific about your desired clients. Ask yourself, to whom am I naturally attracted and who is naturally attracted to me? Never allow yourself to settle for clients who can "fog a mirror" or are simply breathing. What you will soon discover is that you attract what you ask

for. As someone who has launched both for-profit businesses and non-profit businesses, let me tell you, the “wide-blanket” approach will cost you more time and money every time.

Another fantastic business approach and worldview that I acquired was found as I gripped tightly to mom’s apron strings. There I learned the importance of showing up and working hard. One extraordinarily strong, brilliant woman architect comes to mind as I reflect on this. She and I were in a 90-day start-up agreement in which we met every week for an hour as we worked together on three specific items that she had determined would radically move her business forward.

Soon after we began our work together, she was introduced to an amazing opportunity with a potential new client. I did not know this at the time, but I found out later that this was the biggest opportunity of her almost 30-year career.

The initial contact and introduction were made which led to the proposal and then to the adjusted proposal. By this time, weeks had gone by and my client was getting a bit antsy. One evening, I received a text from her explaining that she needed to talk with me, and it was urgent.

As we talked, she shared with me that she was about to lose this dream client and she needed some advice. I strongly encouraged her to hang up the phone and call her potential client immediately and tell them the reasons they needed to work with her – her hard work, dedication to building their dreams and her strength were among the few things she shared.

Long story short – my friend and client wrote this to me, “You have helped me be at the professional level where I love to work, I can honestly say I am doing the best work of my professional career thanks to you, Andy.”

Lastly, my future is brighter because of the view I maintain from my mother’s shoulders. She was a strong, amazing woman. She was tough, determined, stern, caring, devoted, resilient and supportive. There is so much more I could share with you about the things that I have learned from my mom. Let me encourage you to take some time to reflect on the lessons your mom taught you that you can carry forward into the successes of your life and business. Perhaps it is that love of freedom, that “keep moving forward” attitude, the understanding of valued relationships, or maybe just the encouragement to

get involved and make a difference. Whatever it is, make your mom proud; honor her through your successes.

As I close, I must tell you, my mom and I graduated college the same year. She finally finished her degree and when she passed away, she was still supporting and serving those same people that I watched her serve since I was the age 10. From her achieved position as a Social Worker, she had become a fighter and advocate for the proper treatment and rights of the elderly in care facilities. God bless her!

Thanks Mom!

As always, I am here to help. Andy Springer, Business Consultant and Coach. You can reach me at andy@andyspringerconsulting.com and 707.953.6681. My website is www.andyspringerconsulting.com.