

WHY VITALITY MATTERS FOR SMALL BUSINESS OWNERS



Jo
Hassan

The Challenges That Small Business Owners Have

**10% BUSINESS OWNERS WORK
> 100 HOURS A WEEK***

**60% OF AUSTRALIAN BUSINESS
OWNERS ARE SOLE TRADERS****

**5% BUSINESS OWNERS WORK
> 120 HOURS A WEEK***

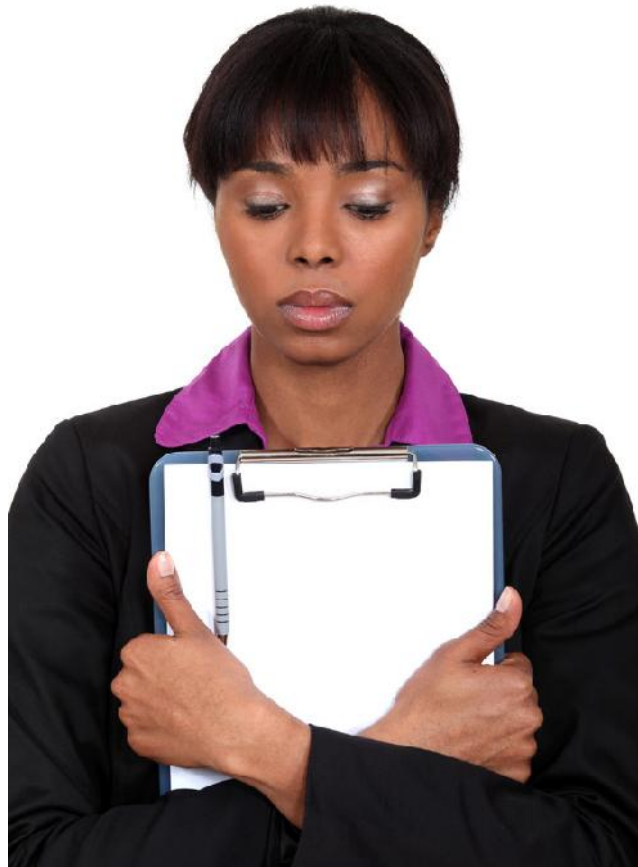
**1 IN 5 AUSTRALIANS
EXPERIENCE MENTAL ILLNESS
EACH YEAR*****

* If thinking time is considered working, and based on 12 years of research

** According to Australian Bureau of Statistics data for 2014

*** According to Mindframe: managed by Everymind and funded by the Australian Government Suicide Prevention Program

Small Business Owners



- Are feeling overwhelm
- Can't remember when they last had family time, a holiday or even a day off when they didn't think about their business
- Have small business overload trying to be and do everything for everyone in their business
- Are working too many hours on too many different aspects of their business
- Feel like they have their business whirling around in their head 24 hours a day

Resilience is hard and small business owners fear:

FAILURE - what will their family / team / clients / accountant / others think?

MISSING THEIR CHILDREN GROW UP - especially if they started the business to have more flexibility around family

A HEART ATTACK or some other life-threatening disease

**What's really
going on
though is:**



**SMALL BUSINESS OWNERS DO
EVERYTHING THEMSELVES BECAUSE
THEY WANT TO**

- They want to control everything because they don't trust anyone else to do anything as well as them.
- No one else can do it as well as them because they don't have any systems or enough systems to delegate even simple tasks to team members.

CHANGE STARTS after a mind-shift that it is possible to live differently

PERHAPS IT WAS BETTER IN THE PAST

when there was enthusiasm for everything being shiny and new – it is possible to be that way again!

PERHAPS IT HAS NEVER BEEN GREAT

but others have been observed who seem to “have it all together” – it is possible to follow a system and see improvements in your business from today.

Living with VITALITY is a worthwhile goal for a Vibrant Business and a Vibrant Life

Where are YOU on YOUR Vitality Journey?

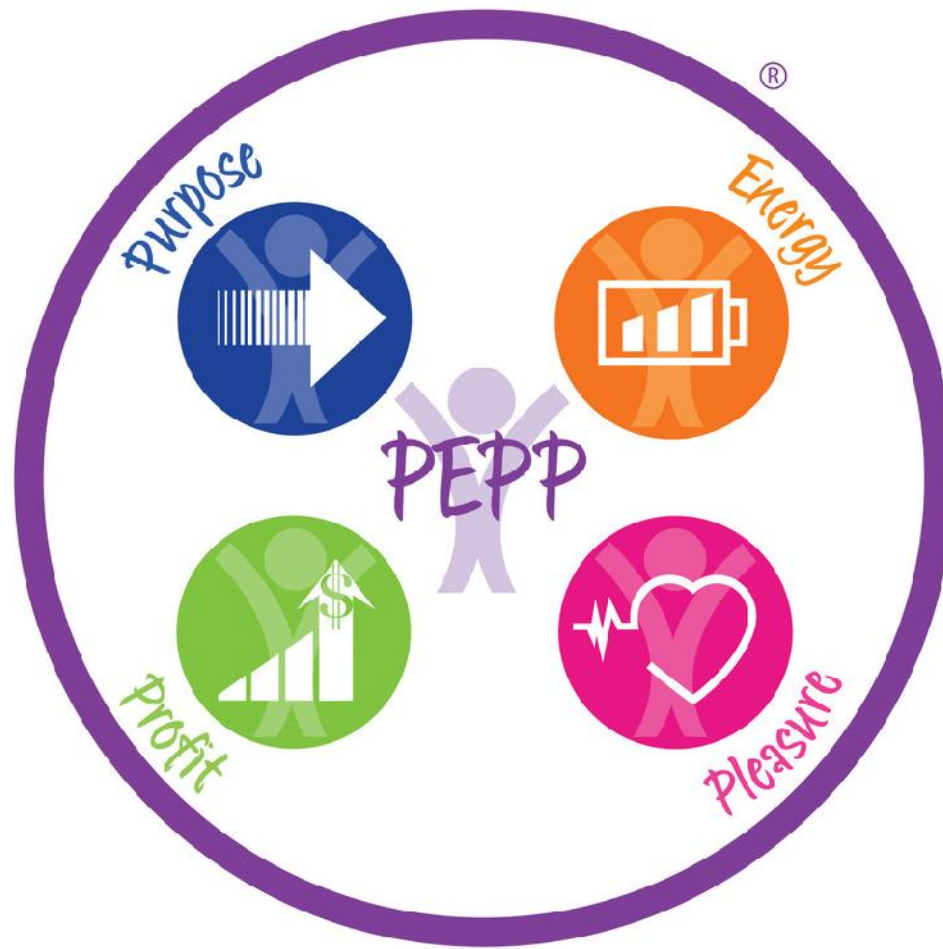
Activity	Focus	Vitality%
Balanced	Lifestyle	100%
Managed	Empower	75%
Relieved	Delegate	50%
Committed	Systemise	25%
Exhausted	Mindset	0%
Limited	Health	-25%

**“IN THE MODERN WORLD
THERE CAN BE NO PROFIT
WITHOUT A WELL-DEFINED
PURPOSE.”**

Sir Richard Branson

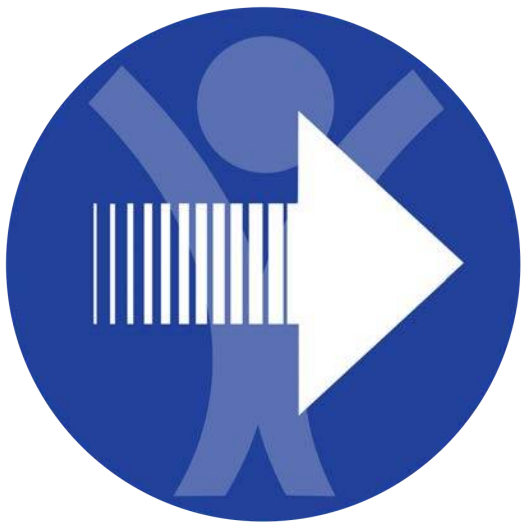


So to



PEPP[®] Up Your Life

Start by defining your **PURPOSE**



**LIVING WITHOUT PURPOSE
WOULD BE LIKE STARTING THE
ENGINE OF YOUR CAR WITHOUT
KNOWING WHERE YOU ARE
DRIVING TO.**

Your purpose might be as simple as setting a good example for your children or as complex as to leave a legacy that changes the world.

Next we add some ENERGY



MARIANNE WILLIAMSON SAID “EVERYTHING WE DO IS INFUSED WITH THE ENERGY WITH WHICH WE DO IT. IF WE’RE FRANTIC, LIFE WILL BE FRANTIC. IF WE’RE PEACEFUL, LIFE WILL BE PEACEFUL.”

Many small business owners are so exhausted that their routine is in a downward spiral energetically. This filters through to their team, customers, suppliers and everyone they are in contact with. And then they take this “vibe” home to their family.

Imagine if we flipped this around and made the energetic “vibe” effervescent. It would be truly life changing!

**Along the way
we all want
PLEASURE**



ALLOWING YOURSELF

to be playful like a child is good for the soul.

SCHEDULE TIME

for pleasure whilst being open to having spontaneous fun. Do more than just work, eat and sleep.

TAKING TIME

out for pleasure will actually benefit the business because you will return revitalised and refreshed ready to work harder, make better decisions and be more creative than when tired.

HAPPIER LEADERS ARE HEALTHIER AND CREATE HAPPIER TEAMS.





**To continue
business we need
PROFIT**

PROFIT IS NOT EVERYTHING

but business is not sustainable without it.

PROFIT IS THE RETURN

for investing in a business with time and/or money.

DON'T WORK FOR NOTHING

Make a profit to give to charity rather than being the charity or allowing a client who doesn't pay be the charity.

PROFIT IS DIFFERENT TO TURNOVER AND CASHFLOW

Many business owners have significant turnover and cashflow without being profitable. The challenge many business owners face is they don't actually know if they are profitable or not. And don't understand how to read their Balance Sheet.



WHAT ABOUT YOU?

PURPOSE



What is YOUR Purpose?

ENERGY



How much Energy do YOU have day to day in YOUR world?

PLEASURE



What gives YOU Pleasure?

PROFIT



What Profit are YOU making in YOUR business and how much are you getting to keep?

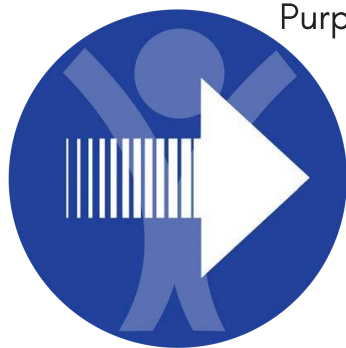


ARE YOU READY TO...

PEPP[®] Up Your Life

We bring these elements together

WE CONSIDER



Purpose



Energy



Pleasure



Profit

BEFORE MAKING DECISIONS ABOUT ANYTHING

IT BECOMES A WAY OF LIFE

IT'S A WAY TO BECOME MORE VITAL

WHY JO HASSAN?

Jo Hassan's obsession is VITALITY and helping people have more vitality in their businesses and their lives. What makes her unique is that she's lived through some of her own challenges in having businesses. She has the battle scars through mental health issues having experienced clinical depression and post traumatic stress disorder.

She's recently published her first book "Full Circle – Building Resilience in Business and Life from the Jagged Edges of PTSD". It's already an Amazon Best Seller.

In her experience working with small business owners, their profit, their team, their customers and everyone their business "touches" suffer if they are suffering from high stress and battling on in silence. They do this because of the stigma attached to mental health challenges which sometimes occurs if they find that growing a business is harder than they thought it would be.

Jo creates a special environment for business development and growth.

For the last 28 years she's owned small businesses herself. These have included an electrical contracting business and a pet resort as well 12 years of business coaching. Jo has been coaching and facilitating groups for 25 years.

Jo believes business owners can get their life back and embrace being a person first rather than only being a business owner. Business owners can achieve their goals faster and live a more fulfilled life along the way. They can truly have a business that has Purpose, is Energised, a Pleasure to own and is Profitable. They have PEPP'd Up their business and their life.





If you're looking to grow your business... with Purpose, Energy, Pleasure and Profit, make contact with Jo... she'll be delighted to support you to increase your VITALITY along the journey.

www.johassan.com
support@johassan.com
+61 7 3350 4874

