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## Build Your Business Without Burning Yourself Out – Part I

*While many entrepreneurs wear their 24/7 workdays like a badge of honor, they often neglect the effects that excessive working hours can have on critical areas of their lives – until it's too late.*

*This 'Expert Insight' newsletter outlines key ways busy entrepreneurs can safeguard their health and their relationships – while building their businesses.*

Taking care of your health makes more than just good sense – it's also good business. If you are healthy, you will feel good, perform better, and your business will reap the benefits. But, if you are like most entrepreneurs, you are probably keeping a sharper eye on your sales than your cholesterol, which might be great when the adrenalin is pumping, but should you burn out in the process, the business you have worked so hard to build could be destroyed.

**Incorporate aspects of your 'work life' into your daily routine.**

*Corrine Smith, owner/operator of Corporate Gourmet, a Tokyo-based provider of corporate catering services, says, "Being in the catering business we work extremely long & odd hours which means fitting in exercise let alone sleep is difficult."*

**"I believe the best way to achieve a healthy balance is by consciously incorporating aspects of your 'work life' into your daily routine.** For me, a large proportion of my day is spent in front of the PC, so in order to get my body moving regularly I'll help the staff load and unpack the catering equipment in and out of the van. This is extremely laborious work and really gets the blood pumping. It also promotes team work which means the staff are happy and that helps me sleep! I believe it's the little things on a regular basis that make all the difference."

([www.corporategourmet.jp](http://www.corporategourmet.jp))



**"I'm doing it for the kids!"**

**Are you?** Entrepreneurs often get so caught up in the marathon of building a business that they leave their partner and children sitting on the sidelines. It pays to carry out regular reality checks to take stock of the investment you are making in those closest to you and adjust your priorities accordingly. If absolutely necessary, schedule regular family time into your timetable and stop typing and start talking. You won't regret it.

**PTO...**



### Persistence requires power.

“Fitness is everyone's business,” says **William Reed**, Director of **B-SMART Systems**, a business dedicated to helping people to help themselves through creativity, marketing, and presentation skills. “Ultimately you cannot be successful in business, nor stay in the game for very long, if you are not healthy, balanced, mentally tough, physically fit, with abundant energy,” he says. “You cannot really separate Mind and Body in terms of fitness.”

When he is not building his business, Reed practices Aikido and amateur tap dancing. “Tap is a superb way to develop balance, rhythm, and both sides of your brain and body,” he says. Reed integrates martial arts and dance training into his day-to-day schedule. “A Japanese proverb says that *'Persistence brings power.'* However, persistence also requires power. Attitude is not separate from action. **I recommend finding a form of fitness training which recognizes the Mind-Body connection**, and which you love doing so much that nothing will stop you from going after all of its benefits.” ([www.b-smart.net](http://www.b-smart.net))

### Force Yourself to Leave Work and Get Out.

**Jeff Aasgaard**, President of **Japanese Guest Houses**, a Hyogo-based ryokan booking business, says, “I sit at my PC all day so it is very important to exercise. I prefer to attend gym classes at a specific time so that it forces me to leave work and work out. I also practice Aikido. Since you need to be at the dojo when class starts and cannot leave until training is over, it works well for me.”

[www.JapaneseGuestHouses.com](http://www.JapaneseGuestHouses.com)

### Reflect on your health, and how energy can best be spent to maintain it.

“The key things for entrepreneurs to remember is that a work/life balance gives a true perspective on their business - without it, things may get a little warped,” says **Wendy Kerr**, president of **Momentum**, a Tokyo-based consulting company that coaches clients how to manage change effectively. “It's important for them to sit back and smell the roses.”

**Kerr recommends that entrepreneurs spend an hour every week planning the week ahead.** Not only placing meetings in the diary, she says, but also setting some time aside to think about the business - the issues facing the organization and how they can be solved. This thinking time should also include a moment to reflect on one's health, and how energy can best be spent to maintain it.

“Treat your state of body and state of mind with the same respect as your business and you'll greatly improve your chances of success,” Kerr says.

([www.momentumccm.com](http://www.momentumccm.com))

## Healthy Advice

- Before beginning any new fitness regime, consult your doctor.
- Plan to exercise for half an hour at least three times a week.
- If you spend a lot of time in front of a PC, research ways to optimally arrange your workstation so that stresses and strains on your body are minimized.
- Also, carry out regular stretching exercises to keep your circulation flowing and your joints active.
- Eat healthy, nourishing meals - preferably at the same times every day.
- Keep a bowl of fruit, rather than a bag of crisps, close at hand.
- Limit your alcohol and tobacco consumption.
- To improve performance, relax your mind by taking 5-10 minute breaks two or three times a day.
- Communicate with your partner. If certain fundamentals of your relationship are on shaky ground, work hard to rectify them.



**'Expert Insight'** prepared by **Business Grow**.

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