

What Do Business Owners Really Want

Recent surveys, both here and in the United Kingdom, the latest in Business XL magazine, have shown that money is not the prime motivator in their entrepreneurship.

Sixty plus percent would rather enjoy what they do than have a business that makes huge profits.

Throughout these surveys the results come back that quality of life, not the quantity of profits is the prime motivator for most entrepreneurs.

Less than 30% of state that success is defined by profitability, while more than 50% responded that respect of the community, having enough money to live comfortably and being able to secure their retirement were far more important!

Entrepreneurs must strike a balance between their business and their personal lives. You need to fit your business into your lifestyle not fit you lifestyle into your business. How to do that and still enjoy the rewards that should come from entrepreneurship is hard part.

What do you want?
Untold riches?
Quality of Life?
Respect and admiration?

How do you strike that balance? How do you define your equilibrium, every entrepreneur is different and there is no correct answer. But we all must find that “sweet spot” or we will terminally unhappy.

I'll be writing about the balance between your business and personal life more in the future... Stay tuned.

Kris Sinderholm is the founder of SBS Associates, for more information contact Kris at kris@sbsassociates.biz.