

# SWOT your Way to Focus and Flow!

When you run a business, various opportunities often present themselves and persuade you to run off in different directions, pulling you away from your focus. This happens to me frequently, and I find it difficult to avoid being sucked down a path that sounds like the next great avenue for huge success.

Thankfully, my partners, [E0 Forum](#), or my team usually slap me back into reality. Taking a closer look at what you are doing can also help you discover if these opportunities are worthy or if the current focus is best.

As my success coach [Steve D'Annunzio](#) asks: Where have the most profitable clients come from over the past 3 months? What is the common theme across those clients and what is it you are providing that makes the clients happy to pay you? What is the common size of these clients? What category are they generally from? What are their locations?

If the answers point towards the companies paying me the most profit, why would I not want to go get more of the same? Why would I not want to build on this synergy and find a way to get the most scalability possible by giving the clients what they love while also getting paid at the most profitable level?

Steve tells me that when those things happen, you are in "FLOW." When it's right, you notice it in the areas of time, energy and currency because they will all be jamming together like a great jazz band or orchestra.

As we close in on the end of the year, many businesses are

looking deeper at what they are doing and may be considering these same types of questions. Another beneficial exercise that can help to open your awareness to all the options is the basic Strengths, Weaknesses, Opportunities, and Threats or [SWOT](#) analysis. We utilize this every quarter to challenge our business and ensure we are considering all possibilities and are not about to get eaten by something sitting around the corner waiting to pounce. Remember the [Software Monster](#).



We found that we spent too much time gathering data from all the participants for SWOT, leaving us little time to really dig into the data we had pulled out. To fix this, we built a tool that has helped us ramp this up before we start our planning meeting and has given us much more time to go

deeper. This tool, called [MeetingHabits](#), can now be utilized for free, and it may stay that way as we study how it benefits us. We would also like hearing how it helps you if you would like to share your experiences.

As you work to focus more on bringing the most value to a core group of clients that will put you in the best FLOW, what are you doing to make sure your business is harmonizing the best tune?