

ESSENCE INFUSION ACTION ITEMS

This suggestion guide is your companion on the journey to aligning your business with your unique essence. Wherever you are on the Infusion Scale, know that each step you take is a powerful move toward bringing more of your true self into your work.

How to Use the Infusion Scale:

- **Seeding Infusion:** If you're just beginning, focus on planting the seeds of authenticity. These actions will help you lay a strong foundation that reflects who you truly are.
- **Gentle Infusion:** If you're nurturing your alignment, these suggestions will help you deepen that connection, allowing your business to grow in ways that feel both authentic and impactful.
- **Flourishing Infusion:** If you're already seeing your essence shine through, these actions will help you amplify that alignment and ensure your business continues to thrive with purpose and intention.

Revisit this guide whenever you need to realign or grow further. It's here to support you at every stage, helping you create a business that truly embodies your vision and values.

Mission, Vision, and Values Alignment (Combining Questions 2, 3, and 4):

Seeding Infusion Action Item:

Task: Reflect on your mission, vision, and/or values statements.

If you have a mission, vision and/or values statements.

1. Ask yourself if they still resonate with who you are and where your business is headed.
2. Pinpoint which sentiment or words are not quite right for your business.
3. Reflect on why the sentiment/words aren't quite right for what you want to bring into the world.
4. Use an AI tool like ChatGPT or consult with a trusted advisor to explore new options that align more closely with your essence and business goals.

If you do not have a mission, vision and or values statements.

1. Reflect on why you haven't written these yet.
2. Think about your passion, purpose and personality. List words, expressions and sentences that explain each.
3. Think about the vibe you want your company to exude. List words, expressions and sentences that explain each.
4. Use an AI tool like ChatGPT and provide the lists you wrote in #2 and #3. Ask it to draft a mission, vision and values statements.
5. Review and tweak the statements until you're excited when reading each.
6. Consult with a trusted advisor on your new statements and see how it is perceived.

Gentle Infusion Action Item:

Task: Share your mission, vision, and values with a trusted friend or colleague.

1. Rate your mission vision and/or values statements in connection with your target avatar, the market, your brand alignment, clarity and impact you want to have. You can rate this yourself or use an AI tool like ChatGPT.
2. Ask for feedback from your customers/clients/colleagues/trusted advisors on whether these statements clearly communicate your essence, purpose and avatar.
3. Make revisions as necessary to create the emotional state you'd like the statement(s) to have.

Flourishing Action Item:

Task: Review all your business touchpoints (e.g., website, social media, client communications).

1. List each touchpoint for your customer/clients.
2. List each touchpoint for the backend activities (vendors, systems, tools, etc.)
3. To ensure that your messaging consistently reflects your mission, vision, and values across all platforms, rate how each statement is communicated or illustrated for each touchpoint. For example, if high-quality is one of your values, then make sure your systems present a high-quality experience for you and your customers/clients.
4. Gather feedback from your clients or team to ensure that these touchpoints truly reflect your mission, vision and/or values.
5. Make adjustments based on customer/client/team feedback.

Energy Management, Boundary Setting & Hiring (Questions 5, 9 and 10):

Seeding Infusion Action Item

Task: Identify which boundary type you want to prioritize (e.g. work schedule, client type per day, number of hours each day, energetic protection, etc.)

1. Reflect on the last week of activity. Rate which activities in your prioritized boundary type were draining.
2. Taking the activity in your prioritized boundary type that was the most draining, brainstorm some ways you can incrementally make changes for the next week to see if there is any improvement.
3. Continue to experiment with changes to this one boundary type until you are satisfied with the energy outcomes. Document the best change for you and schedule this as a firm boundary. Examples include reducing work hours or taking breaks at specific times, types of rejuvenating routines to replenish your energy (e.g. clearing after each client, adding a meditation in the middle of your day, etc.)
4. Repeat 1-3 with the rest of your list of draining activities ONE AT A TIME.

Gentle Infusion Action Item:

Task: Create a daily routine that includes time for both work and self-care. Make sure you're not overcommitting yourself.

1. Visualize your ideal workday and incorporate your senses: how do you feel, what do you see, what smells are around, what do you hear, what snacks/meals are you having while working. Journal on this. This may be the same as previous visualizations or maybe its expanded to incorporate new passions and perspectives.
2. Visualize your ideal self-care routine for the day. What do you do to prepare for your day, what do you do to replenish yourself throughout the day, what do you do to end your day, what do you do to prepare for sleeping. Journal on what this looks and feels like - incorporate the senses as you did for your ideal workday.
3. If your daily routine does not currently reflect your ideal workday and self-care routines, brainstorm some ideas on how to make one change for the next week to better integrate these ideals into your day.

4. Rate how impactful and/or influential each of your brainstormed ideas would affect your energy, authenticity and joy.
5. Start with the idea that rates the highest for you. Implement that ONE change each day for the next week and journal on how it impacts your interactions throughout the day.
6. Experiment with each idea ONE AT A TIME for one week each and determine which you'd like to implement as your daily routine going forward. Revise as needed.

Flourishing Action Item

Task: Delegate or outsource tasks that drain your energy. Focus your time on activities that align with your strengths and passions.

1. List all of the tasks that drain you energetically, physically, mentally, emotionally, spiritually, etc.
2. Rate each of these tasks for its impact on your business (ROI, difficulty level, scalability, automation, etc.)
3. Rate each of these tasks for its impact on your health.
4. Rate each of these tasks for its impact on your social life.
5. Rate each of these tasks for its impact on your interactions with current and prospective customers/clients, vendors, collaboration partners, family and friends.
6. Rate each of these tasks for ease of delegation (e.g. would it be easy to hire off, order a subscription, have family/friends help out, etc.)
7. Based on the ratings for each of the categories and tasks, determine which you would like to prioritize in delegating.
8. Create an action plan on how you will delegate the draining task in a time frame that is feasible and comfortable to your life.
9. Develop a clear onboarding process to ensure that any new hires are fully aligned with your business values and goals.
10. When hiring, start with a small project or trial period to assess whether the person understands your business needs.

Finding Your Flow on Demand (Question 6):

Seeding Infusion Action Item

Task: Identify the criteria, surroundings and experiences that put you into flow.

1. Reflect and journal on times in the past when you have been in flow while working ON your business. This can be items like creating marketing materials, idea generation for new services/products, system/tool research, etc.
 - a. If you've never or rarely experienced flow when working ON your business, reflect on what made the task challenging, draining, frustrating or other negative feelings you've had.
2. Reflect and journal on times in the past when you have been in flow while working IN your business. This can be the tasks that generate your income (or you hope that will generate your income).
3. For the next week, pay attention to when you feel most in flow during your day. Journal about it or use a voice recording to describe the activities you were doing right before you went into and during your flow session. Make note of what you were eating/drinking, where you were (the environment, colors, etc), what smells were present, what did you hear? What time of day was it? How were you sitting/standing, what did you have on? Who were you with? Be as specific as possible.

4. Experiment with different combinations of those activities/sensory experiences to narrow down which ones trigger or encourage your flow zone.
5. Experiment with the combinations you've narrowed down while doing an activity you don't normally enjoy (like organizing your automations, invoicing customers, designing marketing material, providing feedback to a team member, etc).
6. Incorporate the conditions that spark flow more frequently.

Gentle Infusion Action Item:

Task: Intentionally create time to be in flow.

1. Using your flow sparkers, design your workspace to encourage flow. For example, if you need a cozy space to really become immersed in the given activity, make sure you have your favorite blanket or chair available. If you need a more structured area, ensure that your desk/office/work area is tidy, your work instruments are easily accessible and organized.
2. Schedule time to intentionally be in your flow state. Remove distractions and gather the necessary items to ensure you have what you need to do deep work.

Flourishing Action Item:

Task: Optimize your workflow to spend more time in your genius zone flow.

1. Review and reflect on your systems, tools, processes and activities supporting your business.
2. Identify which activities you're able to go into flow more easily.
3. Identify which activities is more challenging for you to go into flow.
4. Research ways to automate or delegate tasks that disrupt your flow.
5. Rank the ease and impact of each way to implement an automation or delegate the task to someone else to create space for you to be in flow.
6. Implement the automation or delegation based on the highest ranked for ease and impact.
7. Continue to implement the new method to complete the task until you're spending at least 80% of your time in flow.

Communicating Your Value and Authenticity (Question 7):

Seeding Infusion Action Item:

Task: Identifying why you're the perfect person for the service/product you offer.

1. Reflect on the moments you decided to create this business. Were you passionate about your idea? Why? What made you want to offer your product/service?
2. Reflect on why you feel connected to the products/services you offer.
3. Reflect on the feedback your clients/customers have provided. If you don't have clients/customers yet, think about your target avatar. Why do they need and want your products/services? What exactly are they looking for? Think about the emotional, tangible and intangible characteristics they need.
4. Research the market gaps in your niche. Are there any gaps you resonate with? Why do you resonate with these?
5. Using your reflections and research, write down a few sentences that capture why you're the perfect person for your business. Practice saying it aloud until it feels natural.

Gentle Infusion Action Item:

Task: Update your online profiles or business materials to reflect your unique strengths and value proposition. Make sure your messaging is clear and consistent.

1. List the platforms you are (and want to be) on to nurture prospective clients/customers.
2. Research some current best practices for each platform.
3. Review your unique value proposition (UVP) and your unique strengths. Consult your trusted advisor to determine if it is clear and consistent with your business' purpose.
4. You can also use an AI tool like ChatGPT to ensure that your messaging is clear and consistent with your business' purpose, your unique strengths and your UVP. Then check to see if it is written in a way that is appealing to your avatar and the platforms you have chosen. Make adjustments as needed.

Flourishing Action Item:

Task: Share your authentic story and collaborate to amplify your impact.

1. Refine Your Story for Impact:
 - Action: Review and polish the key points from your story, focusing on the experiences that have shaped you as the ideal person for your business. Make sure to highlight your unique strengths and how they've enabled you to solve problems for your customers.
2. Identify a Collaboration Partner:
 - Action: Make a list of potential collaborators who share your values or target a similar audience. These could be business owners, influencers, or professionals whose work complements yours. Look for partners who can expand the reach of your story to new, aligned audiences.
3. Create Collaborative Content:
 - Action: Work with your collaboration partner to co-create content that highlights both of your stories. This could be a joint blog post, a video interview, or a co-hosted webinar. Ensure the content focuses on how your combined experiences and insights benefit your shared audience.
 - Example: Co-write a blog post where you both share your journeys, discuss common challenges, and explain how your unique strengths help you succeed in your businesses.
4. Amplify the Content Across Platforms:
 - Action: Share the collaborative content on multiple platforms (your blog, social media, YouTube, etc.), leveraging both your audiences. Customize the content for each platform to maximize engagement.
5. Invite Audience Interaction and Feedback:
 - Action: Engage your audience by inviting them to share their stories or experiences related to the collaboration. This creates a deeper connection and encourages participation.
 - Example: At the end of your content, include a CTA asking your audience to comment or share their own journey in the comments section.
6. Reflect on the collaboration experience, any inspiration, new goals and/or ideas that were gleaned from the experience and how it can help you refine your story, offerings or targeted avatar(s) for your business.