



Emotional Fulfillment -- The Challenge

Do you look forward to Friday afternoon or Monday morning? Perhaps that's the true litmus test of happiness. If you're thinking about the fact there's only one day to go before the weekend when you just got back from lunch on Wednesday, it may be time for a change. Maybe your day-to-day activities simply aren't all that fulfilling. Maybe you're in a rut, and it feels like you have to crawl up the side of the Empire State Building to get out.

I seem to carry a certain amount of guilt on weekends because I'm always looking forward to Monday morning. I know the next challenge resides there. Although I certainly enjoy my leisure time, it seems that I'm always looking for the next opportunity to rev up and meet the next challenge of being in business. It is my belief most of us miss the opportunity of feeling that motivation in our work.

On average, each of us gets about 3 billion heartbeats. We all determine what to do with them. If you're suffering through 35 to 40 hours a week in a job that offers no challenge, perhaps alternatives need to be examined. Perhaps that's a lot of blood being pumped nowhere.

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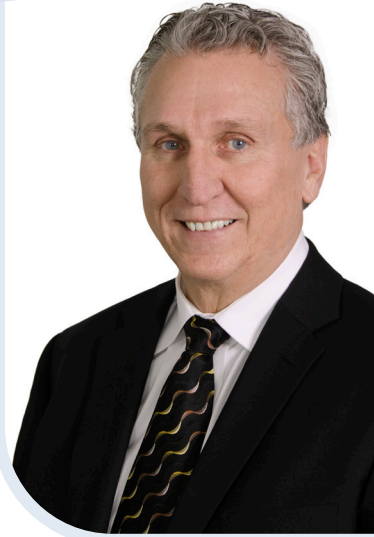
Now that's not to say many jobs don't offer that challenge. Many of society's top performers are employed, and through

that employment, they help their companies achieve great things. If that's you, then these humble thoughts don't address your situation.

On the other hand, if it seems like it's just past a million o'clock and it's really just before your morning break on Tuesday, then it's probably time for a re-think. Speaking of breaks, I think the last formal break I took was in 1977. I find that breaks aren't as much fun as the business at hand, so why bother? Now that's got to have some psychoanalysts seeking me out to slather some wisdom on me like cocoa butter on a sunburn. That's the price of loving what you do.

If you are examining alternatives for yourself and you're evaluating a Franchise opportunity, there are many objective factors to evaluate. In a previous article about controlling your own destiny, I discussed the fact every analysis should include the standard of comparing risk to return. It should include income projections and cash flows. It should include the analysis of financing avenues, site selection alternatives and many other objective criteria to lead to a final decision about becoming an entrepreneur. The course of due diligence should be driven by a systematic approach to each of these items.

However, emotional fulfillment must also be evaluated if you



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truly wish to make the right decision for yourself. If you have a need to face challenge, as well as growth in your day, you must determine if your job can, or will, provide that challenge. Then determine if a Franchise can meet your need.

In the book *Trevayne* by Jonathon Ryder, who is widely held to be a pseudonym for Robert Ludlum, the main character of the same name as the title said, "I can't imagine being dead before I'm president." Sorry to ruin the book for you if you haven't read it, but he made it. Is there a challenge you need to meet before there is no more opportunity?

That's really the question isn't it? Put in a much bleaker tone, in the song "Where Am I Going?", Gino Vannelli said, "Every breath I take is farther from youth and closer to death." Whoa, that makes me think I shouldn't be sleeping so much! I don't want the birch leaves falling on me before I find fulfillment.

"Good is the enemy of great."

Being a true follower of Adam Smith, I can't imagine waking up without the drive to provide some type of supply in order to meet a market demand. That's my self-worth. That's my reason for clouding a mirror. That's why I believe in the credo we have in our business that "Good is the enemy of great".

In your analysis of a Franchise opportunity, determine if it will provide the challenge you wish was already in your life. If not, then don't do it. Compare your current situation to the situation you can create for yourself. Some related questions include:

- Do you have a general feeling of self-satisfaction?
- Are you happy when you go home at night?
- Are you able to progress up the ladder?

- Are you increasing your knowledge and skills each day?
- Are you growing or static?
- Is there challenge in your life?
- Are you respected for what you do? Are you mapping a course to reach your goals, dreams and desires?

Each question should be answered systematically from the perspective of the job you're in, the job you could be in and the business opportunity you are evaluating. This will determine which is most likely to get you in flight towards the place you want to be.

If you have trouble shifting your seat to the upright position for takeoff every morning, you should probably see if there's a better flight crew to help get you where you really want to go. Perhaps a Franchise is the answer and perhaps it's not. However, until you ask these tough questions and answer them with conviction, you won't know whether you have the possibility of leaping out of that rut, and over the Empire State Building in a single bound.

