

BUSINESS MATTERS™

Find YOUR corner office →

Nice To Meet You

Hi, I'm Jon Dwoskin. It's great to meet you. I'm a business coach, adviser, speaker, trainer, author, podcaster, husband, father and, most importantly, a family man. I sit on the executive committee at Congregation Shaarey Zedek and on the boards of Hebrew Free Loan and BBYO. I love what I do, growing businesses and people. Even though I advise others, this doesn't mean that I'm perfect. I have made plenty of mistakes, had many failures and also many successes, all of which have collectively helped me to grow myself, my businesses and my life. The overall lesson for me is that if you are not making mistakes, you are not fully in the arena or trying your hardest.



Jon Dwoskin

I have managed to build my dream company by being my authentic self and sharing ideas picked up along my journey with others. By combining this knowledge with my own ideas, intuition and emotional intelligence, I can help professionals get unstuck and move to their next level of success.

Every day, I'm grateful to connect with the business minds who strive to be better, start something new, grow their company or specific division. I provide tools, strategies, best practices, communications skills and training to make them better than they were before we met.

My journey to becoming a business coach and adviser was not easy. I have had the dream since I was 18 but didn't start my company until I was 43. When I was a teen, my father gave me a set of tapes by Brian Tracy called "The Psychology of Success." He said, "Jonathan, I want you to listen to these tapes and learn from people like Brian Tracy. You will learn more from these types of speakers and books than you will in college."

My dad did not know I was

dyslexic and had learning disabilities. He knew I struggled in school, but his instincts were spot on with his gift of knowledge to me that day. If we pay attention, we all have signs or someone who whispers what we need to grow both our business and our life. I hope to be that on that same level with you through this column. My heart is in line with where you want to go. I

can provide some solid advice, but you need to do the hard work, put forth the effort and take action every day. May our journey together be a great one. From my heart to yours, I'm wishing you nothing but the best and am here to give you the confidence that my mom gave me: There's nothing you can't do if you put your mind to it. I'm here to not only tell you that you can do it, but also to provide you with a roadmap to accomplish everything you want and do it while always being yourself.

I talk to many of my clients about "Thinking Big." Let me define Thinking Big for you. It's about doing the small things every day that compound over time to clarifying or finding your purpose, your meaning — your "Big."

Don't get lost in someone else's Big. Define your own. I'm here to help you do it. Get ready to know why Business Matters and how you will find your corner office with your own unique voice, your ideas, your passion and your moxie.

Thank you for taking the time to read my column. Your feedback is always welcome. Now, let's get started with some fundamental tools to help you get your business started or freshened up. •

Editor's Note: Look for Jon Dwoskin's column in the second issue of each month or online at thejewishnews.com.

Quiet Your Inner Critic And Take Action

Please take a moment to read this in a comfortable place where you can be present. Why? Because I want you to take a moment and differentiate you from your inner critic.

Why? Because this prevents many business people from either starting their own business, growing in their current company/business, and/or starting a side business.

This inner critic can freeze us, get us stuck and, in many cases, prevent us from living and building our dreams. Don't let that happen to you. I don't want you to look back years from now with regret. Rather than feeling dissatisfied, I want you to feel fulfilled and nourished daily — both mentally and physically — with the work you do.

I'm not suggesting that this will happen overnight, but there are things you can do to eliminate the distraction of that inner critic holding you back. The following exercises will move you away from saying "I can't do it." "I don't know how." "It's not a good time." "I'm not good enough." "I have no experience." Those are inner-critic distractions. Every time you hear that commentary run through your head, say out loud or silently to yourself, "Shhh." You must quiet that voice no differently than if another person were saying those things to you.

If you are looking to grow in any part of any business, here are three things you can do to keep your spirit alive and on the path to empowering yourself to take action.

START JOURNALING AND WRITE IT DOWN

Here is what I see work over and over again: My clients are most successful when they buy a journal, open up a Word doc or use any notes app on their phones and commit to journaling every day or every other day for three months.

Write your ideas down and let them flow. What you will most likely find, if you are consistent, is that ideas will come from the previous ideas and birth completely new ideas. Commit to five minutes each day or every other day and get your ideas on paper. Once you put them down in writing, it makes them tangible. The energy of these thoughts and ideas starts to shift and take shape.

SHARE YOUR IDEA(S)

Don't let the fear of someone stealing your idea or giving you negative feedback prevent you



from sharing it. Embrace feedback and look at it as market research. This will help you pivot and evolve the idea. Always remember this: Ideas are worthless without execution. No one can execute your idea and your passion like you can.

CREATE YOUR BACK-OF-THE-NAPKIN PLAN

Now that you have written down your ideas and shared them with others, it's time to map out your back-of-the-napkin plan. This is a one-page document where you map out your business. In future columns, we will map out the structure needed to grow your business plan. That being said, you want to be able to articulate what your product and/or service is and what pain you are eliminating in the marketplace.

It's time to start growing your new or current business. You have something deep inside your heart that you and the world are waiting for. Keep working until you see it and feel it. Together, we will piece this together month-by-month. You are on the road to deepen your passion or find a new passion altogether. Don't give up. Stay consistent and stay in motion.

As you think about the above, ponder this riddle: Five frogs are sitting on a log. Four *decide* to jump off. How many frogs are left on the log?

The answer is five. The four only decided; they didn't *take action*.

Start taking action today to find YOUR corner office because YOUR Business Matters! ->

Jon Dwoskin is a business coach and executive adviser who grows businesses. He coaches, blogs, trains, hosts three podcasts and speaks on how to Think Big. He is the author of "The Think Big Movement," a husband, father and 16-year cancer survivor. Visit jondwoskin.com for more or email him at jon@jondwoskin.com.