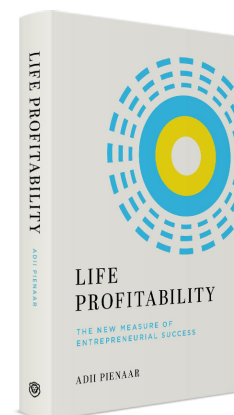


Life Profitability

The New Measure of Entrepreneurial Success

by **Adii Pienaar**



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THE SUMMARY IN BRIEF

Life Profitability: The New Measure of Entrepreneurial Success, author Adii Pienaar encourages us to think about what success means to us. If you're an entrepreneur, this question is one you probably think about all the time, since you want your business to do well.

However, the book goes even deeper than that. It makes you question how you think of success. Sure, we all want to make money, but will that make you feel fulfilled and happy? The author wants us to think about our mindset and how we can be more self-aware.

In this book, you will find information on recognizing your values, being more aware of yourself, and learn to understand the impact your business has on others. From there, forming a more enriched life will be within your grasp. Overall, you will learn about building a business that is more sustainable, with happier employees and a better community.

IN THIS SUMMARY, YOU WILL LEARN:

- How to challenge the entrepreneurial archetype.
- What “life profitability” is and why it’s important.
- How to make yourself your priority.
- Why your business shouldn’t consume you.

Introduction

We open with the story of Neurosurgeon Paul Kalanithi. He was ambitious and very talented. He graduated with three degrees and graduated medical school as a cum laude. Paul worked on several scientific papers and publications, earning a great amount of recognition from his peers.

While Paul had accomplished much by his mid-thirties, he still had several life goals he wanted to complete. Paul wanted to write more creatively and become a father. However, he would receive a lung-cancer diagnosis and pass away a year later. During that year, he had a baby girl and completed writing a best-seller.

Many entrepreneurs see themselves in Paul. He worked hard and followed an ambitious path. This story helps us understand that we need to look outside of our work and see the rest of our lives. You don't want to ignore your other dreams or let business consume your life.

When Business Consumes Us

Allowing your business to consume you is a very risky way to live. You don't want to put the rest of your life on hold- you might not have time to come back to it later. If you wait to start living, all those years are going to pass you by.

Getting your business started and putting time into it to be successful can easily consume your entire life. For many business owners, it can become an obsession. The managing never seems to stop- something always needs done.

However, as soon as you realize the challenges that come with being an entrepreneur never stop, your eyes open. You realize you have more freedoms and start investing time back into your life.

To do that, you will need to work on having a healthy work-life balance. This is something you will need to be aware of all the time. You will want to separate your work and home life as much as possible. Then, find ways to change your business.

You want to make it more life profitable- not just money profitable. This idea is known as life profitability. To determine whether your life is profitable, you want to think of how you are currently living. Can you spend time with your loved ones or are you always on your computer for work related reasons?

If it feels like your business is drowning you, then you don't

have a good work-life balance. In those cases, you likely have more life losses than life profits. You will want to start making good changes now, as it can take a very long time to build up healthy business habits.

From Life Losses to Life Profits

These losses can occur at any time. You will want to learn to track how much of your free time your business is leaking into.

Entrepreneurs spend so much of their time at work, leaving little time for the rest of their lives. If you run your own business, you are likely doing the same thing right now. You might be taking severe life losses such as missing sleep, exercise, or missing out on family dinners. You also probably anxiously await business calls while you're at home too.

However, there are better ways to live. You want to turn those life losses into profits. It takes a lot of hard work and a willingness to change, but is going to greatly improve your quality of life.

Life losses can occur at any time. Maybe you are trying to work while other, more important things are going on in your life. If you are eating as quickly as possible so you can run away from the dinner table, then you might need to evaluate your life losses. Wouldn't you rather talk with your family more before going to work?

You need to learn to make your business work for you- you shouldn't be making sacrifices for it. According to the book "Being an entrepreneur shouldn't overshadow everything. Being an entrepreneur is just one expression of life and creating a life-profitable business can generate not only financial wealth but a rich life."

Once you start making your business work for you, you will have time to follow all of your dreams now, instead of putting them off into the far future.

Challenging the Entrepreneurial Archetype

Entrepreneurs believe in ambition. They think that it can make their lives better. The label usually comes with more freedom or so you think. You might be working eighty hour weeks now, with the expectation your life is going to change. All this effort for the promise that your life is going to get better- it comes at a huge cost and sacrifice.

Entrepreneurs think the world works in a straightforward way. In other words, most believe that "time is money". However, you shouldn't think that way. "You can't invest life and get it back later. It's not like money, where you can

trade it for marketing and then see it boomerang back, maybe even with extra money tagging along.” You only have a certain amount of life, so don’t trade it for business.

The entrepreneur archetype glorifies this way of thinking. It makes business owners believe that giving up their freedoms and sacrificing their lives now will be worth it in the future- it won’t. If you are obsessed with your business, it’s time to break the archetype before it completely consumes your life.

Overall, the entrepreneur archetype tells us we are supposed to suffer and remain dedicated to the business. It’s all a gamble and you’re betting with your life. If you are an entrepreneur, take a moment to step away from your business. Is your business turning a net life loss even when making money profits? Profits can not replace the lost life.

Lightening Your Load: Life Profitability Explained

What is life profitability? This term refers to how much “life” you are allowing yourself to have while running your business. Are you putting too much into work while not paying attention to your own wants and needs? If that is the case, you don’t have a life profitable business.

This type of lifestyle is frustrating and dysfunctional. You won’t feel happy and all other aspects of your life outside of work will start to suffer. You want to learn to lighten the load- to stop nourishing the business beast that takes everything.

This is the time for self-reflection and thought. You want to find ways to nourish your life and enhance your life profitability. It doesn’t matter if your business is making huge profits if you’re miserable- you still won’t feel successful.

The best way to get started increasing your life profitability is to start making time for yourself again- put yourself first! It’s alright and will actually help you in both work and in life. Set aside one hour a day to have some positive time alone. You can meditate or read; anything that relaxes you and puts you in a healthy mindset.

Next, start practicing mindfulness. You will want to stay mindful of how you spend your time and how you treat others. Today, science is showing that mindfulness keeps us aware of the present and can help us make healthier habits.

So, if you want to increase your life profitability, start trying to live in the moment as much as possible. Meditation, journaling, and relaxing how you see fit are ways to stay

mindful of the present.

Next, to increase your life profitability, start working on recognizing trip wires. When something makes you feel exhausted or burned out, start inspecting it. That way, you can recognize what wears you out in the future. Are you having enough downtime or taking care of yourself?

Overall, start lightening your load. Don’t take on more than you need to and ensure that your life profitability stays up. If you can do those things, you are sure to feel much more successful in life and in your work.

Gambling With Our Lives

Entrepreneurs are expected to trade their freedoms for their business. The business takes so much from you that you feel it pressuring you constantly- that is no way to live. You will need to learn to take a step back and spend time with yourself and family.

It can be very challenging to take a break from work. Often, you may feel your business demanding your attention when you are on a holiday or break. It makes it impossible to relax and step away when you need it.

When you aren’t working, it probably feels like you are cheating on your business. It can take a very long time to learn to undo those feelings. However, putting sixty to eighty hours a week into your business is a hard gamble- will it be worth it later?

You are wagering your life, not money, in this gamble. That should make you feel pretty uncomfortable, as you can not get your life back. That’s why it is so important to consider your life profitability as well.

That way, you can move on from gambling with your life and choose to use it as you see fit.

Life Profitable Values: The Priority of Others

Next, you will need to learn how to promote life profitability in other people. There are people in your life who are important to you- you don’t want the relationships to burn out as you throw your life into your work.

When you treat life like money, it will have an impact on everyone else in your life as well. You want to work on your life profitability, which promotes your realizing profits in life and in business. There are several ways that you can do this,

but start by putting others in your life first.

Realize now that money isn't everything. You want to work on building a human workplace culture and values for your business. You should also check in with others and yourself often. That way, you can determine if your life was profitable the past week.

Increasing Your Life Profitability Quotient

To start increasing your life profitability, you need to make a business that supports your life, not a life that supports your business. As soon as you start getting things turned around, you will notice a major difference in your life.

Start by changing the way you view success. How do you define "success"? You will want to consider what matters the most to you first. For many, it's time with family and their loved ones.

Good distractions are an excellent way to start raising your life profitability quotient. You will want to work on yourself and participate in activities that you enjoy. For example, writing, reading, and running are all good distractions.

They don't pull you away from your business completely, but these activities still benefit your brand by helping you work on yourself. Exercise and reading are both activities that help keep your mind engaged, allowing you to be more productive and happy too.

Having these distractions means your business isn't the only outlet for your ambition. You can work on yourself and other things that you enjoy, bringing the most benefits back for yourself.

Additionally, to get the most out of your life profitability, you will want to know when to slow down and recharge. Growing and changing slowly is going to benefit you the most. When you take the time to slow down and focus on your life, the growth of your business will follow naturally- you don't have to feel like you're always forcing things along.

Conclusion

Overall, your life profitability should be what you use to measure success- not the amount of revenue that your business is bringing in. You want to focus on the more important areas of your life, which will bring you more freedoms and happiness as you also grow your business.



An entrepreneur and founder of two global multimillion-dollar companies, **Adii Pienaar** prides himself on the commercial and life profitability of his businesses. Adii's personal journey enabled him to discover a rich, fulfilling life that coincides with a sustainable strategy for success in the workplace. His concept of life profitability is now gaining momentum in the business world. A native of South Africa, Adii lives in the winelands of Cape Town with his wife, Jeanne, and their two children.

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