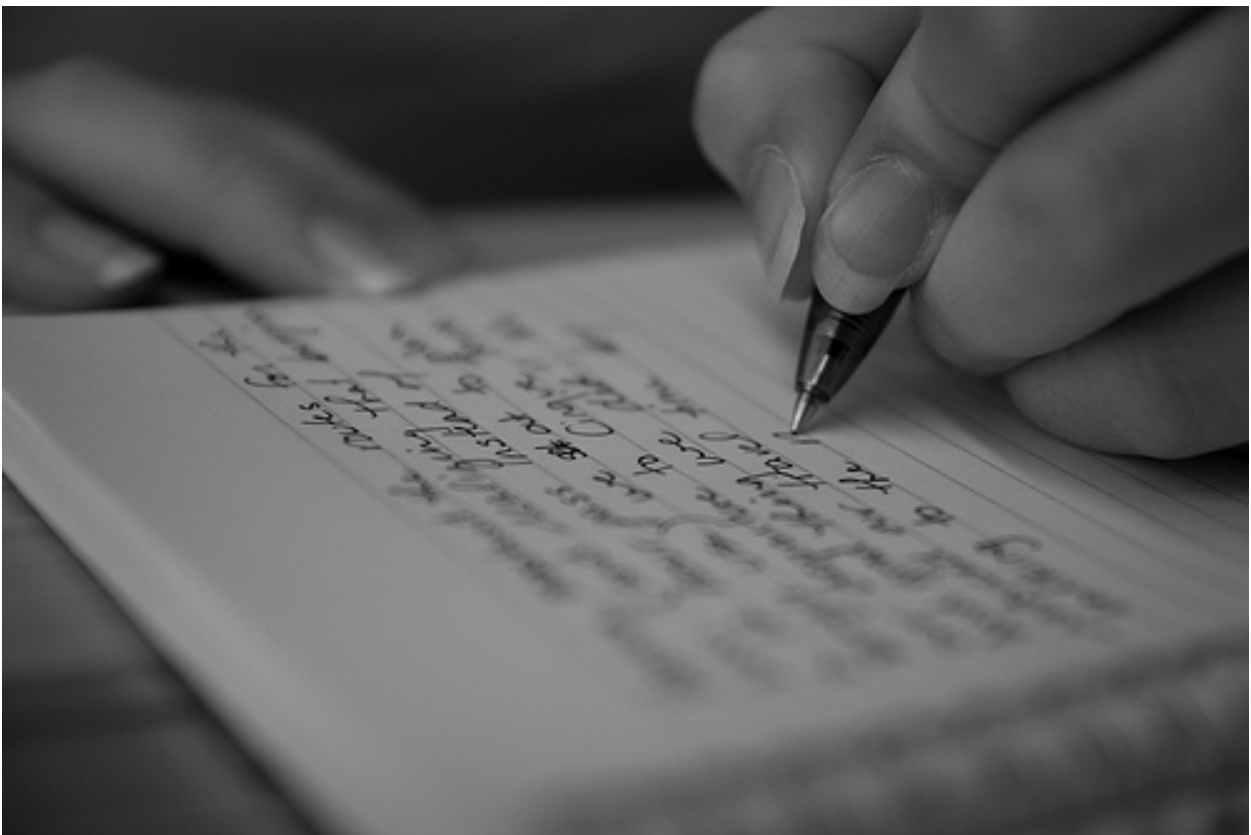


Business journal



My Journal

What is a business journal?

A business journal is sort of like the “dear diary” you may have kept as a teenager but with purpose, rather than just being free to write about your feelings, and the big crush you could never live without. It’s a place that you can write down your wins for the day and acknowledge your successes.

Why keep a business journal?

Well the big one for me is that it gives me a sense of accomplishment. I tend to be an all-or-nothing type personality and don’t see the small wins along the way. With a journal I can look back at all this things I have accomplished (particularly helpful when I am having a “woe is me” day).

I am also a let’s move onto the next thing type of person and often forget to stop and reflect. With a journal I can see what is working and what is not and I can reflect on how to make it better and brainstorm ideas to overcome obstacles and challenges. This has on many occasions stopped me from making the same mistake twice or informed me of a better way of doing things before I charge ahead.

Most importantly, when I am having an “I’m hopeless, I’m chucking it all in moment” I go back and read my journal and it shows how much I have achieved, how much I have learned, and how much I have grown.

For those of you that need a more scientific reason there is a huge amount of literature on the benefits of keeping a journal for business and how it helps your productivity and business acumen.

I also suggest that you keep a written journal. I know there are lots of apps out there that will keep an electronic journal but again research has shown that the act of physically writing helps solidify learning as well as changing the neural pathways in your brain to help you learn. I’m not going to go into detail here but feel free to do a little research on the topic; I found it really fascinating.

How to use this journal?

I have given you some prompts to get you started. This is the format that I use – I suggest you use this format for the first few weeks until you get into the habit of writing in your journal every day (then feel free to modify it to whatever you find fits best; you may even choose to use a blank journal).

When I say every day I do mean every day. By this I don't mean writing in it before bed, like you might have with a “dear diary”, but rather at the end of your business day, that is, when you decide to stop working on your business for the day.

Put everything away, shut down facebook, turn your phone to silent and just spend the last ten minutes of your business day reflecting on your business journey for the day. For those of you who are creative or if you want to add bits or need extra room, I have also added a blank page for you to doodle, add pictures, brainstorm ideas, whatever takes your fancy.

So there you are – your journal for the next ten weeks and beyond.

Date

Three things I kicked ass at today

1

2

3

Two things I struggled with

1

2

Bright ideas to overcome the struggles (ring accountability buddy if you can't think of any)

What have I learned today?

1

2

Thoughts ideas brainstorm doodles

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