



YOUR IDENTITY AND YOUR BUSINESS

How do you Personally derive a sense of importance or significance in your business?

What are the great things about deriving significance in that way?



What are the potential downsides of deriving significance in that way? Hint: If you can't think of them, imagine some other person who is just a tad more egotistical than you, and who derives significance in that way. What might their problems be?

What are some ways you can mitigate these potential downsides? In other words, what are some new practices you can put in place?
