

## A SWOTT for Your FLOW - Who, What, When, Where and Why

Many are aware of the concept of FLOW from the book [Flow: The Psychology of Optimal Experience](#). We've put together a little exercise that will help increase your *flow*.

### Who?

Describe your vision of you and your business. Let your mind process naturally, as both strengths and weaknesses are revealed normally.

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Using the key elements of your vision statement, those pieces that felt most important as you thought about and wrote them, examine your strengths and weaknesses in those primary areas and simply write them out below. Do not dwell on the analysis now, just write them down.

Strengths

Weaknesses


### What?

Describe the delivery process of your products and/or services to your customers? What makes you special and/or unique in the treatment of your customer's needs?

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You've just created the beginnings of a Mission Statement. Note those things you felt confident in expressing and those you did not. Simply write them out below. Again, do not dwell on the analysis now, just write them down for now.

#### Strengths

#### Weaknesses


## When?

Describe the timeline for your achieving the results of your previous statements. Write your best guesses down. When will you have your details and/or selected goals accomplished?

30 days –

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60 days –

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90 days –

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Timelines can be intimidating. What are the key elements of your **ability to accomplish** as well as the **distractions** you perceive may play a part in the process?

Strengths

Weaknesses


### Where?

Where are you doing business? Describe the environment in as complete detail as possible, including the location, access, foot traffic, etc. Where are you inviting your clients? If you don't have a location yet, just describe what you want it to look like and the general area it is in.

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Now examine the location you've picked. Put yourself in your customer's mind from a moment. Think about what you described above and what you now feel from both perspectives. Write down your thoughts without analyzing them. I know it can be difficult... suspend judgment.

Strengths

Weaknesses


**Why?**

Why are you doing this business or project? Describe in as much detail as possible the reasons you are taking this path at this time. Include inner motivations, outer inspirations and the need you see in the marketplace for your product or service. Why will it work now?

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Now looking at the reasons you are engaging the energy to achieve this goal, notice the feelings you have about the inner and outer perspectives mentioned above. You've visited this place before, so what have you learned about the process within you and/or the outer manifestation?

**Strengths**

**Weaknesses**


Believe it or not, you now have the basic elements of a Business Plan. The plan is further developed by exposing the Opportunities, Threats and Trends. Your strengths and weaknesses in each of the areas you've completed lead to developing your strategies and action plan for results. Now you can choose to continue alone or hire a dream weaver.... Be The Dream – YOURS!