

## **Playfulness Allures Success**

Do you ever get caught up in achievement and success, and forget to enjoy the process of life? Do you find yourself taking everything WAY too seriously?

Most of my clients, both business owners and professionals, get caught up in trying to impress clients and colleagues, rather than being themselves, connecting and having fun. It can take a lot of time and reinforcement for them to let go of this 'armour' and relax and live a little, while maintaining their success.

Of course, it's a lesson that I too have had to breakthrough. Several months into my business start-up, I realised that I was taking my business WAY too seriously. Life had become about doing and achieving, getting that client, creating a perfect piece of written work, or leaving behind a solid professional image. In the process, I had managed to forget that life and business were meant to be fun!

This enormous realisation founded a new experience of transformation for me. Basically, I made a conscious decision to lighten up, laugh at my imperfections, ooze warmth, zest and enthusiasm and see how the radiance would be taken on by others. A funny thing happened as a result. As my focus shifted from finding new clients, to letting loose, having fun, and basically being myself with no airs and graces, the flow of new clients started to stream automatically!

The fabulous thing is – this principle applies to all of life! We're attracted to people who are buzzing with life and to situations that bring out our playful spirit. Wouldn't you rather be around people who are fun, make you laugh and remind you of the joy you have inside. Wouldn't you be more likely to exercise and look after your health if you found ways to follow through that are fun and playful? Don't you think people would be more likely to buy from you if you shone with enthusiasm and passion?

Have I convinced you yet to lighten up and stop taking yourself so seriously! Of course, the suggestion is not to let go of all professionalism. Rather, to let go of the need to be perfect and, most importantly, to fit into some sterile image of how you think a professional should behave. Let your true personality shine through!

How to Get Your Playfulness Back:

1. Assess Your Playfulness.

Evaluate all of your life, from work to your relationships. In which areas have you been taking yourself too seriously?

2. Imagine Greater Playfulness.

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*We help people put the spark back in their step by making the changes they need to gain clarity, reduce stress or find balance and happiness.*

Imagine what your life would be like if you adopted a more playful approach in each of those areas. What would be different? How would you be feeling? What would you be doing?

### **3. Develop Playfulness Strategies**

Grab some blank paper. For each area of your life, brainstorm all the ideas you can think of to start bringing in some fun. For example, put on some funky music while doing your no-brainer activities, spice up your relationships, carry around a reminder to have fun & laugh lots, or make a commitment to smile at every person that crosses your path.

### **4. Make the commitment and do it!**

The power of attraction that comes from exuding fun, enthusiasm & pleasure far outstrips the hard core seriousness of professionalism that breathes from most business owners 'aura'. Lighten up, live a little, and shine out to others through you warm, passionate approach to life. You may just find that you fall in love with this new way of being!

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Written by:

**Sacha Crouch**

B Psychology (hon.); Cert IV Life Coaching

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