

Building Something

That Matters

Issue 1

March 1, 2022

*“Great things are
done by a series of
small things brought
together.”*

~Vincent Van Gogh~

Reflective, hopefully fun, perhaps even quirky thoughts...

What Do You Get When You Cross Spring Cleaning With a Dying House Plant?

March is blowing in bringing the promise of Spring with it. If you're like me, it means the extra hours of daylight spotlight the remnants of those bone-cold, blustery, snow-glistened days of Midwest's winter – pebbles of crystalline salt creating a trail like breadcrumbs throughout the house (Wait! How did some make it into my bed!?), smudged prints of snow's dirt dulling the floors, and, of course, hats and scarves and gloves and boots crowding the entryway, coat sleeves grabbing and clawing at you like hidden arms in a pitch-black haunted house as you try to squeeze past to the door. I think winter humbles us before the god of Mr. Clean, down on our hands and knees swabbing away its last vestiges. Winter is the reason for spring cleaning.

This year, as I stood surveying the wintertime debris griming up my house and planning my counterattack, my mind wandered a bit, and I found myself thinking about what it would look like to spring clean my business. I was intrigued with the thought of a fresh perspective. What would I clean up? What would I clean out and donate? What needs organizing? What's worn out and can be tossed? What new thing do I want to introduce to freshen and liven things up?

Riding the rails on my train of thought, I then found myself

replaying a brief, seemingly random and inane conversation with someone about a potted plant. Yes, a potted plant; I said it was seemingly random and inane! Let me catch you up...

The plant of this story is a common variety, tropical houseplant with large spread emerald leaves found at any big box hardware store for probably \$9.99. You've seen them while passing by on the lookout for some other home need, thought it may not have been an impressionable meeting. Anyway, back to our plant, the concern of the conversation. While it had flourished for quite a while, gracefully stretching its luxuriantly glossy green fronds, it was quite suddenly taking a turn for the much worse, leaves mottling yellow and shriveling up like papery cornhusks until only one sick, yet perseverant, leaf remained.



On the day of this particular conversation, the plant rescuer, gently caressing a fresh, spring green, furred baby leaf and whispering sweet nothings to it, lamented how the plant has been slow to recover and grow. We began discussing reasons why and what intervention he might try to save this plant's life, having already reduced its too much direct sun intake to a more indirect sun exposure that tropical plants crave. Suddenly, it occurred to me, as I gazed upon its small, store packaged pot, that it's probably root bound, literally having no more room to grow and instead is being stifled and slowly strangled to death. As I mentioned this to the would-be-plant-rescuer, I offered two possible situations:

1. Repot the plant in a larger pot supplementing with healthy, mineral-rich soil.
2. Cut off the bottom half of the root ball and replenish its original pot with healthy, mineral-rich soil.

Either way, you're providing the plant room to grow, expand its roots, and once again thrive.

So, how does spring cleaning connect to my innocuous plant resuscitation conversation? It's all about letting go of what no longer serves you, discarding outdated, clunky methods and systems to make room for modernized ways fitting you and your business now, identifying what



you need to move forward and continue to grow, and then making that happen. Your business is the same. If it's not growing, not evolving, not changing, it's slowly dying. Let's repot it!

Evolution Opportunity

1. What is no longer serving you or your business? This could be something tangible like a software system or piece of equipment, a process you/your business has outgrown, or even a social media platform not providing enough return on your investment or not reaching your target audience.

Things No Longer Serving Me Or My Business	
1	
2	
3	
4	
5	
6	

2. How would you and/or your business look differently if you were to let go of what's no longer beneficial?



3. What new things/processes/projects would you want to integrate or begin?

March Madness Challenge: Should you choose to accept...

- Select two of the processes/projects you identified above and write them in the first column of the table below.
- For each process/project, use the second, third, and fourth columns of the table to outline the first three action steps that will get you started toward accomplishing the process/project.
- Give yourself a date of completion for each set of action steps. Ideally, the challenge is to complete all three within the next 30 days, but make sure your target completion date is realistic for you given everything you have on your plate right now and over the next several weeks. You want your target date to feel a bit challenging, but not overwhelming or only superheroically possible!
- Complete your action steps and revel for a moment in how it feels to have accomplished **SIX** actions toward two of your goals. And, of course, celebrate yourself when done!

Process/Project	Action #1	Action #2	Action #3	Completion Date

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