



Reignite. Refocus. Reset.

Setting Yourself up for Success in 2025



When success
wasn't enough.

To Wagstaff




This led me to question everything I thought I knew about success. It was the beginning of my journey to realise that true success starts from within. It starts with being clear on our purpose. Clear on what is limiting us. Clear on the foundations for success.

To Wagstaff

Reignite. Refocus. Reset.

- Reignite your Purpose.
- Refocus on the roadblocks that may be limiting your growth and ability to create sustainable, meaningful success.
- Adopt high performance habits to Reset yourself for success in 2025.

A person stands in shallow water at sunset, their silhouette reflected in the calm surface. The sky is filled with warm, orange and yellow clouds, and the sun is low on the horizon, creating a bright glow. The water is still, mirroring the colors of the sky and the person's form.

The Journey Within


Reignite the Purpose behind your Business

To Wagstaff

1. We are inherently driven by purpose



To Wagstaff

A person with a backpack stands on a rocky cliff, looking out over a vast body of water and distant mountains. The sky is hazy, and the landscape is rugged. The person is wearing a red and black plaid shirt and white pants. The water is a deep blue, and the mountains in the distance are silhouetted against the sky. The overall mood is contemplative and serene.

When we live in integrity with our purpose, it provides direction, fuels motivation, we experience greater fulfillment, and a deeper sense of satisfaction, not just in our work but our lives.

To Wagstaff

2. Purpose aligned businesses are more profitable

The Rewards of Purpose: Trust and Loyalty

- 1. Likelihood of Purchase:** Customers are 4X more likely to purchase from a company that exhibits a strong purpose
- 2. Business Resilience:** These companies are 6X more likely to be defended by clients in the face of public criticism, missteps or mistakes
- 3. Advocacy & Referrals:** They are 4.5X more likely to be championed by customers, who will recommend them to friends and family
- 4. Trust:** Customers are 4.1X more likely to trust these businesses

Many Businesses Miss Out

474

Executives surveyed by
Harvard Business Review

90%

agreed on the
importance of
Purpose

46%

use purpose in strategic and
operational decision-making
for their businesses

Businesses aligned with a clear purpose are more profitable and satisfying for their owners. Purpose-driven companies often experience accelerated growth and market outperformance. Small businesses are best positioned to leverage this concept.



Mark

- Commercial broker from Brisbane.
- Started his business with a vision to protect local businesses in his community.
- Over time, the demands of running his company—juggling client requests, staffing issues, and back-to-back meetings—consumed his focus.
- Received a heartfelt letter from a client whose family business he had been able to re-finance and save from closure. This reminded him why he had started his business.
- Reflecting on his purpose, he shifted his focus to building deeper relationships with clients and structuring his team to manage the operational load.
- Rekindled his passion and doubled his new clients in that next year.

To Wagstaff



Write down why you started your business in the first place.

- What was the vision that excited you?
- What values guided your decisions?
- What was your 'Why'?



Discuss in Pairs

To Wagstaff

**Reigniting your
purpose isn't just
fulfilling, it's good
business**



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- Reignite your Purpose.
- Refocus on the roadblocks that may be limiting your growth and ability to create sustainable, meaningful success.

Overcoming Roadblocks

Recognising and addressing our
Reactive Coping Strategies



To Wagstaff

Top 3 Derailers

Reactive Coping Strategies

1 COMPLYING (Moving towards)

Traits/behaviours: Conservative, Pleasing, Trying too hard to get along, Passive, Staying quiet.

We give our power away.

Core belief: My value comes from fitting in/pleasing others.

Underlying Anxiety: Not being liked.

Gift of Heart: Relational sensitivity and awareness.



Sara

- Broker in Melbourne.
- Stuck in a reactive loop of always saying “yes” to her clients.
- Worked late nights, skipped family dinners, and constantly felt drained.
- She identified her reactive coping strategy—complying—and how it was costing her both personally and professionally.
- She began setting boundaries, creating clearer client expectations, and empowering her team to handle routine issues.
- Within six months, her workload decreased by 30%, and client satisfaction improved as she put more focus on their long-term needs.

To Wagstaff

Top 3 Derailers

Reactive Coping Strategies

1 COMPLYING (Moving towards)

Traits/behaviours: Conservative, Pleasing, Trying too hard to get along, Passive, Staying quiet.

We give our power away.

Core belief/identity: My value comes from fitting in/pleasing others.

Underlying Anxiety: Not being liked.

Gift of Heart: Relational sensitivity and awareness.

2 CONTROLLING (Moving against)

Traits/behaviours: Perfect, Overly driven, Aggressively ambitious, Autocratic.

We want power over others.

Core belief/identity: My value comes from excelling, achieving, winning.

Underlying Anxiety: Fear of failure.

Gift of Will: Perseverance to achieve outcomes.

3 PROTECTING (Moving away)

Traits/behaviours: Distant, Critical, Intellectually Arrogant, Aloof.

We withhold power from others.

Core belief/identity: My value comes from being right, self-sufficient, superior.

Underlying Anxiety: Fear of vulnerability.

Gift of Head: Rational, intellectual brilliance.

Which is your go-to strategy under pressure?

What does it cost you and those around you when dialed up?

What one action/behaviour do you want to commit to doing differently in 2025?

Our growth. Our freedom. Our sustainable success. Comes from making the unconscious conscious, both our purpose and our inner roadblocks.


By truly knowing yourself and living in alignment with yourself you unlock new levels of effectiveness, balance & fulfilment.



To Wagstaff

Reignite. Refocus. Reset.

- Invite you to **Reignite** your **Purpose**.
- **Refocus** on the **roadblocks** that may be limiting your **growth** and ability to create sustainable, meaningful success.
- Adopt high performance habits to **Reset** yourself for success.

A man in a yellow shirt is sitting on a concrete ledge, looking out at the ocean. He is holding an open book. The scene is set during sunset or sunrise, with a warm, golden light. There are some plants and a railing in the foreground, and the ocean waves are visible in the background.

High-Performing Habits

Reset for deep resilience

To Wagstaff



Daily Habits of Exceptional Leaders

These leaders consistently created space for 3 important periods, every single day.

1. **A morning ritual** for setting intentions & priorities to set up their day
2. **Evening reflections** and unwinding from the 'daily grind'
3. **Daily exercise** – which they increased on more stressful days



Liam

- Young broker/business owner in Perth
- Struggled to grow his business while maintaining personal health.
- He felt trapped in the grind of daily operations.
- Inspired by a leadership workshop, Liam committed to some new habits:
 - delegating operational tasks
 - prioritising his weekly fitness routines and started morning walks with his partner to recharge.
 - implemented time-blocking for strategic planning.
- These small changes improved his clarity, allowed him to focus on growth opportunities, and added 20% revenue growth in one year.

Rituals & Practices that Work

- **Priorities:** What are my 3 most important priorities for the day?
- **Meeting planning & intention setting:** What is my main intention for today and how do I want to show up in the meetings I have today?
- **Boundaries:** What do I need to say no to today, so I can say yes to what is important?
- **Behaviour of the day:** (a) The behaviour I want to practice doing more of today is.... (b) The behaviour I want to do less of today is...
- **Build Executive Presence & calming the nervous system:** 5-minute mindfulness in the morning and 1-minute conscious pause 4 times throughout day. (*Tip: Put reminders in your diary, especially before important meetings, to slow you down.*)
- **Manage stress through movement:** Commit to 30 minutes physical exercise or movement every day. (*Tip: This may be an early morning walk, or perhaps two 15-minute stretches during the day, or a walking meeting.*)
- **'Switch off' boundary:** Conscious time to reflect on their day and then switch off from work and create space for family and relax



To Wagstaff

Additional Weekly Practices

Weekly Strategic Time Out: Have I created space in my diary this week to focus on the bigger picture and what is important, not just urgent?

Catch-up & Plan: How long do I need to block out in my diary to catch up and set myself up well for the next week.

Tech Time-out: Have I planned my digital detox for the week?

Self-care Sunday: What am I doing just for myself this week as a practice to stop, to rest, relax and nourish my soul.



To Wagstaff



What two habits will you
adopt in 2025 to enhance
your resilience and
productivity?

Rituals and Practices that work

- Top 3 Priorities
- Meeting planning & intention setting:
- Yes/No Boundaries
- Behaviour of the day
- Build Executive Presence & calming the nervous system through meditation + 1 Minute conscious pause
- Manage stress with 30min movement
- 'Switch off boundary'
- Gratitude list



Weekly Practices

- Weekly Strategic Time Out in diary for bigger picture:
- Block out diary each week to Catch-up & Plan week ahead
- Digital Detox: Tech Time-out
- Self-care Sunday to stop, to rest, relax and nourish my soul.

To Wagstaff



Small consistent habits create
resilience, amplify productivity and
set up our foundation for success.

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Reignite. Refocus. Reset.

- Reignited your Purpose.
- Refocus on roadblocks to growth.
- Reset high performing habits.



Commit to accountability and success

Share your sheet. Exchange details.
Commit to quarterly check-ins.

To Wagstaff



Questions. Comments. Observations.

To Wagstaff

The biggest stress of all is trying to
be someone you are not.

Gabor Mate

To Wagstaff



Success isn't about achieving goals. It's about aligning with our purpose and living authentically.

When we lead with clarity and conviction, we inspire others and build a business that thrives.

To Wagstaff