

3-Steps an Overwhelmed Business Owner Needs to Thrive



“A few year into my fast growing business I hit a stage where I was overwhelmed and caught in ‘a balancing act’ between my business, family, health, and faith. My nickname for this crappy place was... Hellegation.”



Kevin W. McCarthy, MBA

Entrepreneur since 9-years of age

☐ Step 1

Hellegation@Work

When running a business, chaos and confusion can become the operating norm. That's toxic. When the 💩 hits the fan, and it will, all hell lets loose. Today's disregard is tomorrow's crisis that ripples through all you value.

Heed the warning signs and sayings of Hellegation:

- ☐ **Recklessness:** "I'm winging too many decisions."
- ☐ **Service:** "Why are customer complaints piling up?"
- ☐ **Standards:** "Our quality control is falling. "
- ☐ **Retention:** "Why are our best people leaving?"
- ☐ **Finger Pointer:** "We're good at the blame game."
- ☐ **Strategy:** "We're not on the same page."
- ☐ **Culture:** "Who are we?"
- ☐ **Energy:** "I'm exhausted all the time."
- ☐ **Time:** "I don't have enough hours in the day."
- ☐ **Cash Flow:** I'm constantly chasing money.
- ☐ **Sales:** "I'm our best salesperson."
- ☐ **Technology:** "We're not keeping up."
- ☐ **Team:** "I don't have the talent I need ."
- ☐ **Delegation:** "I wish I could clone myself or hire a president."
- ☐ **Schedule:** "My calendar is so tight I barely have time to pee."
- ☐ **Planning:** "Planning! Who's got time to plan?"
- ☐ **Systems:** "Why do we keep reinventing the wheel?"
- ☐ **Confidence:** "I fear I'm not up to leading this any more."
- ☐ **Profits:** "The more we grow, the smaller our profit margins."
- ☐ **Purpose:** "Is there more to business than just making money."

The more boxes you checked, the greater your risk of being in Hellegation at work.

☐ Step 2

Hellegation@Home

When everything feels urgent, everyone is demanding your time and energy, and you're increasingly irritable, you're in or on the verge of Hellegation. In addition to screwing up your business; Hellegation will spillover to ruin your marriage, estrange your child, destroy your confidence, mess with your physical health.... Shall we go on?

Check off any warning signs or sayings you use:

- ☐ "I'll just do one more thing before I leave for home."
- ☐ "I'm always thinking about my business."
- ☐ "If I don't do it, it won't get done right."
- ☐ "I'll catch up on sleep this weekend."
- ☐ "I don't have time to train someone else."
- ☐ "It's easier and faster to do things myself."
- ☐ "My days are mostly spent putting out fires."
- ☐ "My team can't handle this without me."
- ☐ "I'll rest after this one, big project is done."
- ☐ "I can't afford to slow down right now."
- ☐ "I don't remember the last time I took a real vacation."
- ☐ "I'm sacrificing myself for my family."
- ☐ "My family understands that I'm the breadwinner."
- ☐ "I'm constantly playing catch-up."
- ☐ "I'm not very present with my family when I'm with them"
- ☐ "By the time I get home, I'm exhausted and on edge."
- ☐ "I get bored when I'm not working."
- ☐ "Once our cash flow improves, I'll take a vacation."
- ☐ "Long hours and hard work are the price of success."
- ☐ "I work seven days a week because I have a payroll to meet."
- ☐ "I'm fine. (Usually said when you're clearly not.)"
- ☐ "Busy." (Your go-to reply when asked, "How's business?")



Step 3

Becoming Better

“The only way it gets better for you is when you get better. Better is not something you wish, it’s something you become.” –Jim Rohn

Escaping Hellegation starts with a decision to be a more competent, capable, and mature person. Blessedly, owning a business is a powerful crucible for forging your leadership mettle. To get the results and rewards you’ve been battling so hard to achieve for your customers, team, and family becoming a better version of you is the way.

Which these or similar expression do you use?

- ☐ “If I knew what to do, I’d have done it already.”
- ☐ “I’m the problem.”
- ☐ “I can’t see the forest for the trees.”
- ☐ “What can I do better?”
- ☐ “I need your help.”
- ☐ “Please forgive me.”
- ☐ “How can I make a difference?”
- ☐ “There’s a higher power at work here.”
- ☐ “I’m willing to learn.”
- ☐ “I look for win-wins.”
- ☐ “Inspect what you expect.”
- ☐ “In the big picture, my problems are good problems.”

Add your own expressions here:



Ready to Escape Your Private Hellegation?

Let's talk business—your business—on a video call. On the call we will:

- **Deep dive into your exact situation.**
- **Put together a plan for you to thrive.**
- **If we both agree mentoring would benefit you, I'll invite you to walk through what working together looks like. No pressure; just information.**



Yes Kevin! I Want to Escape Hellegation!

“For what will it profit a man
if he gains the whole world,
and loses his own soul?”

Mark 8:36



Kevin's Story

Judith and I met at The Darden School in the fall of 1980 and married 1984. In our early years of marriage, my hard-charging ambition tested my bride's patience.

In the mid-1980's, I was a 50% partner in a commercial real estate development company with over \$80 million (today's dollars) of projects underway, I rarely left the office before 7 pm. Before ending my day I always had "one more thing" which lead to another "one more thing," then another. I lost track of the time.

One evening, Judith half-joking said, "Kevin, I'm getting the impression you love your business more than me. Please stop 'doing one more thing.' Keep your word to be home for dinner when promised." Her wrist slap was symbolic of a bigger problem—my life, words and actions were out of whack. This gentle rebuff began my gradual accent from Hellegation.

By 1989 my life was thriving. What I learned I shared in book books: *The On-Purpose Person* (1991) and *The On-Purpose Business* (1998). Since I've equipped millions to be more mindful of who and what matters most; and how to align their actions to be on-purpose. In particular, I've guided thousands of business owners, CEOs, entrepreneurs, executives, and others out of their Hellegation on-purpose.

"Blessed are the profit makers for
they will enrich the planet."
Kevin McCarthy