

TONY ROBBINS

2020

**BUSINESS OWNER
MINDSET REPORT**

"Willpower by itself is not enough. If we want to achieve lasting change, we must have an effective strategy."

TONY ROBBINS

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THE HUNGER TO SUCCEED IS NOT ENOUGH

Business owners tell us they need a better how.

Business owners know they have the willpower to achieve success, but they aren't as confident in the tools they have to get there.



Business owners **love what they do**, overwhelmingly reporting that they enjoy running their businesses.



But many business owners are still **making personal sacrifices** when it comes to having a healthy work-life balance.



9 out of 10 business owners **worry about the future** of their business.



Finances are a growing concern compared to 2018 — over half of business owners report this as their biggest source of worry.



Most business owners (77%) **believe they will be able to grow their business through the next recession**, even through they are less sure about how they will do so.

KEEPING YOUR "WHY" IN SIGHT

Year over year, business owners in the U.S. remain enthusiastic about their roles as leaders and entrepreneurs.

Tony says that **business is a spiritual game** – meaning that business is about more than crunching numbers. Business is about adding massive value for your clients. It's about fulfilling a mission beyond yourself. And when you are truly mission and purpose driven, "work" takes on a whole new meaning.



When you know your why, you have a north star to guide your business. Whether your why is to solve a big problem, to provide a certain lifestyle for your family or to give back to your community – **your why is what keeps you going.**

THE #1 THING BUSINESS OWNERS ENJOY MOST ABOUT RUNNING THEIR BUSINESS?

The opportunity for unlimited earning potential and for creating extraordinary wealth. After that, entrepreneurs are closely split on their reasons for being in business.

21.6%
NOT ANSWERING TO ANYONE, MAKING MY OWN HOURS

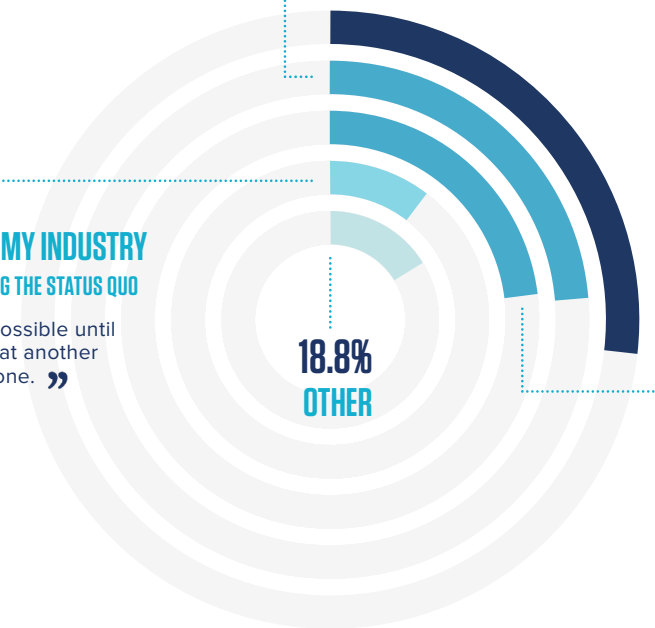
“ Success is doing what you want, when you want, where you want, with whom you want, as much as you want. ”
– TONY ROBBINS

27.2%
UNLIMITED EARNING POTENTIAL, AN OPPORTUNITY FOR EXTRAORDINARY WEALTH

“ The secret to wealth is simple: Find a way to do more than anyone else does. Become more valuable. Do more. Give more. Be more. Serve more — and you will have the opportunity to earn more. ”
– TONY ROBBINS

11.0%
BEING AT THE TOP OF MY INDUSTRY AND INNOVATING / DISRUPTING THE STATUS QUO

“ Things are only impossible until somebody does what another believes can't be done. ”
– TONY ROBBINS



21.3%
A FEELING OF PURPOSE AND PROVIDING INCOME FOR MY EMPLOYEES

“ The real joy in life comes from finding your true purpose and aligning it with what you do every single day. ”
– TONY ROBBINS

ARE YOU RUNNING YOUR BUSINESS OR IS YOUR BUSINESS RUNNING YOU?

Most of us have been conditioned our whole lives to be operators – but when you take on the challenge of owning a business, you must develop a whole new mindset. **Take control of your time to experience freedom like never before.**

While over 20% of respondents report that making their own hours is what they enjoy most about being a business owner, few are experiencing the freedom that they believe comes with that. **Only 17.4% rate their work-life balance as “great.”**

Business owners are making more sacrifices to spend time in their business compared to last year, when 25% rated their work-life balance as “great” – yet significantly fewer of those surveyed in 2019 believe that this trade-off is **necessary** to be successful.



"If you're not willing to work hard, forget about it."

ARNOLD SCHWARZENEGGER



"I get up at crazy hours... my call time is at 7, then you back your clock up 4 hours and then that's when I get up and train."

DWAYNE JOHNSON



"Nobody you know has actually created success without working their face off."

GARY VAYNERCHUCK



"You have no influence on the intellectual capabilities that God did or did not give you, but you can work as hard as possible."

MICHAEL BLOOMBERG



"Work like hell. You just have to put in 80 to 100 hour weeks every week."

ELON MUSK

DESPITE THESE COMMON BELIEFS...

Over half of business owners do not believe that sacrificing time with friends and family is essential to becoming a successful entrepreneur.

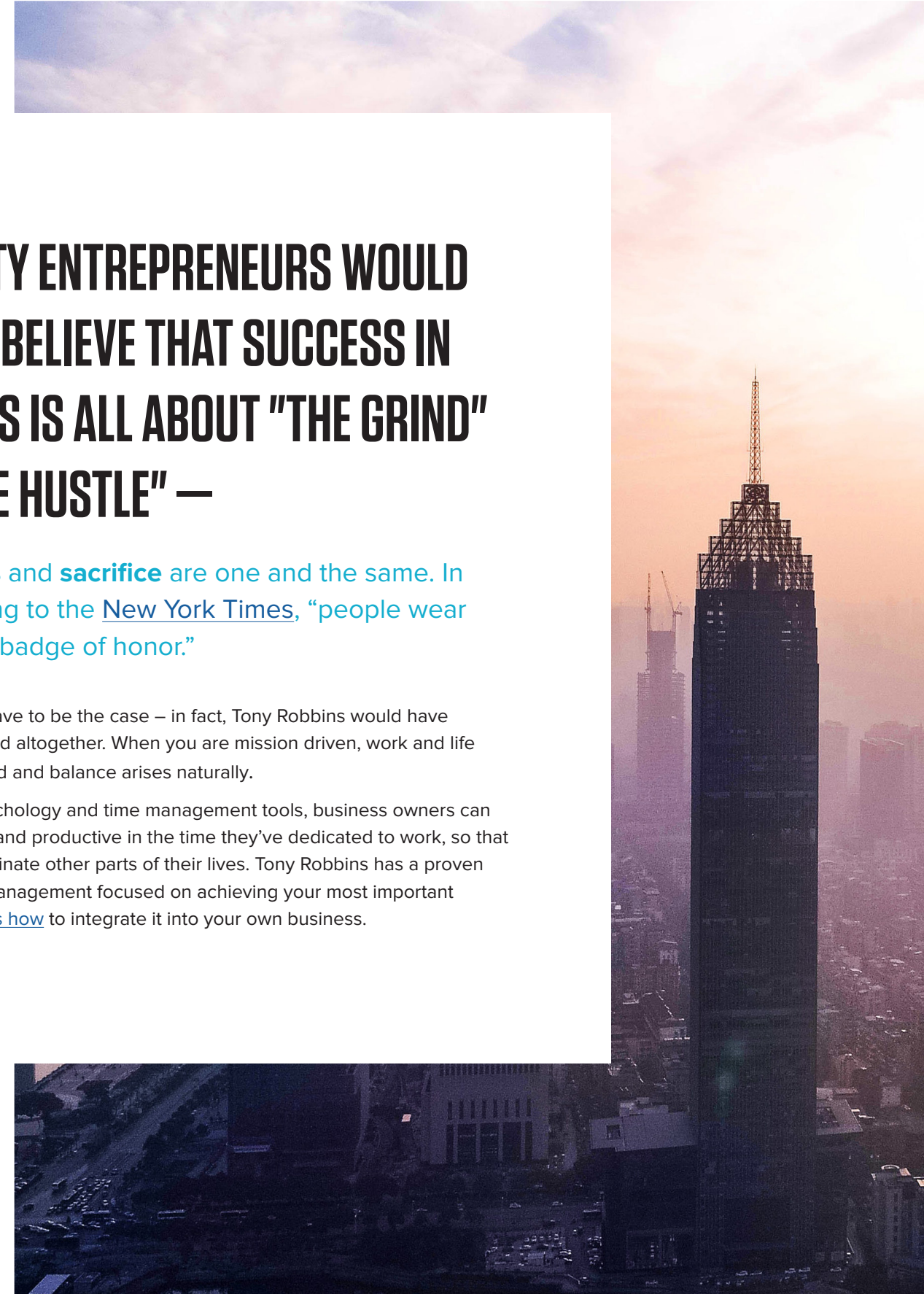
53.4%

CELEBRITY ENTREPRENEURS WOULD HAVE US BELIEVE THAT SUCCESS IN BUSINESS IS ALL ABOUT "THE GRIND" AND "THE HUSTLE" —

That **success** and **sacrifice** are one and the same. In fact, according to the [New York Times](#), “people wear “busy” like a badge of honor.”

But this doesn't have to be the case – in fact, Tony Robbins would have you reject the grind altogether. When you are mission driven, work and life become integrated and balance arises naturally.

With the right psychology and time management tools, business owners can be more efficient and productive in the time they've dedicated to work, so that work doesn't dominate other parts of their lives. Tony Robbins has a proven system for time management focused on achieving your most important outcomes – [here's how](#) to integrate it into your own business.



BUSINESS KEEPING YOU UP AT NIGHT? YOU'RE NOT ALONE.

9 out of 10 business owners worry and stress about their business – and 4 out of 10 worry so much about their business that it affects their health and well-being.

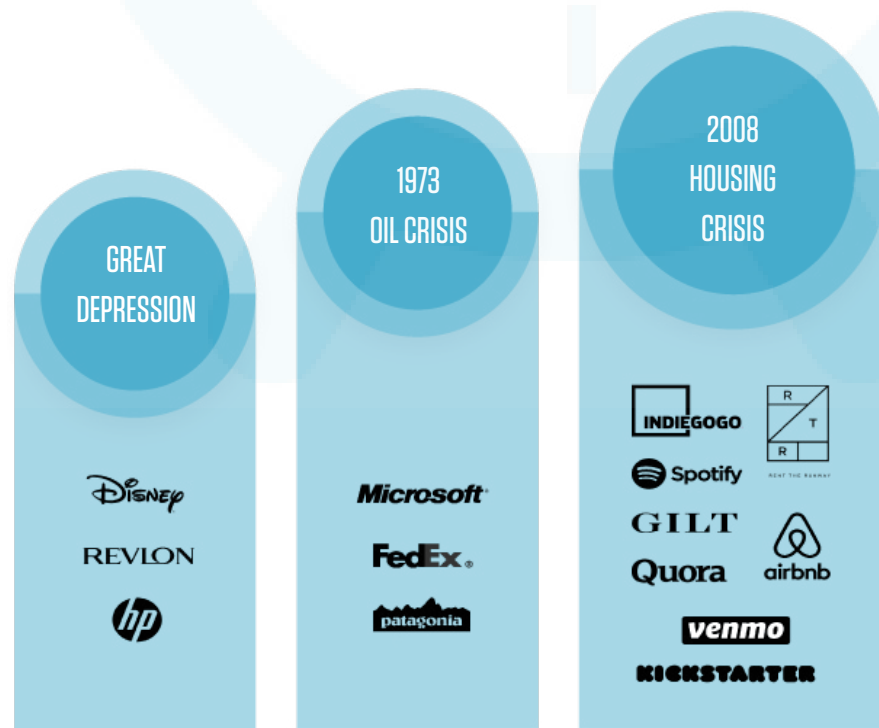
By far, the #1 source of stress for business owners is finances. And it's only getting worse – while in 2018, 44% of business owners reported their finances to be their biggest source of worry, we saw a dramatic increase of 18 percentage points in 2019.

Of those surveyed, 61.8% report "finances" as their biggest source of worry.

Waning optimism in the United States' economy amid recent market volatility may be to blame for the increase in financial stress – but where there is uncertainty, there can also be opportunity. The end of our decade-long bull market need not spell ruin for business owners. In fact, many of the world's most successful and innovative brands were started in the midst of a recession.

“*Winter isn't forever. Winter is always followed by spring. It's about how you take advantage of the season you are in.*”

TONY ROBBINS



ANTICIPATE. PREPARE. INNOVATE.

When there is a massive change in the economy, your success or failure ultimately depends on your ability to **anticipate, prepare and innovate** to meet consumers' changing needs.

Stress is the achiever's word for fear — and when you step back and consider the nature of fear, it's really nothing more than us worrying about how external forces could impact our lives. So rather than letting those forces control you, focus on what you can control.

Put your energy into anticipating, preparing and innovating, and your business' success will not be dependent upon the health of the overall economy.

“*The more you sweat in times of peace, the less you bleed in times of war.*”

"THE ART OF WAR" BY SUN TZU — A TONY ROBBINS RECOMMENDED BUSINESS BOOK



CONFIDENCE IS HIGH IN THE BULL (MARKET) PEN

BUSINESS OWNERS ARE STILL HIGHLY CONFIDENT IN THEIR ABILITY TO LEAD THEIR COMPANIES.

Over half are very confident, even in the face of a looming bear market and possible recession.

Markets are up, then down. Trade policy is wildly unpredictable. The Fed waffles constantly when it comes to interest rates. Yet business owners are still remarkably confident that they are prepared for whatever the economy pitches their way – including a full-blown recession.

Over half (52.6%) of all business owners surveyed in 2019 feel either “very” or “somewhat” prepared for a recession. As the possibility of an economic downturn draws closer, we can see it reflected in the findings: Just one year ago, 6 in 10 reported the same level of confidence.

“Bull market” refers to a market where prices are on the rise, or are predicted to rise. Typically, a bull market indicates that an economy is strong with high employment. During a bear market, prices fall

and the economy generally slows – unemployment rises as companies lay off workers. On average, bull markets last less than 5 years – but the U.S. has now been in a nearly decade-long bull market. What does this mean? **A bear market is coming and business owners should focus on how they can add massive value to their clients in order to ride out a downturn.**



“You’ve got to add more value to your customers than anyone else does. The more you are able to add value to your customer, the more you dominate the marketplace.”

TONY ROBBINS

...BUT CONFIDENCE ALONE IS NOT ENOUGH TO SUCCEED

Skills will only get you so far – you need the right tools to scale your business, and a clear destination, or exit strategy.

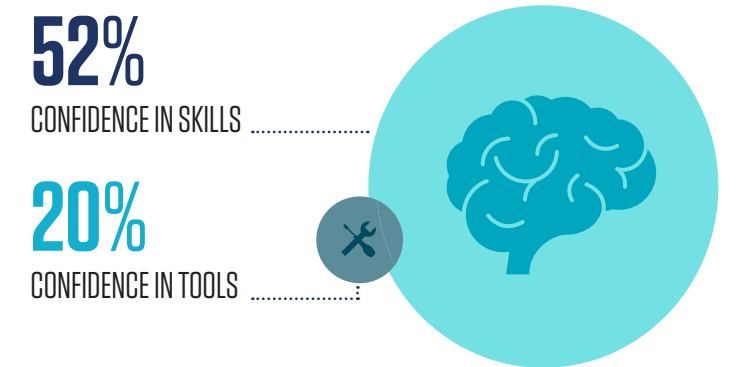
Business owners know what they want – personal freedom, positive impact and unlimited earning potential. With the right tools and strategies in place, they can achieve these goals. But they’re not confident in the tools they have today. Business owners know where they want to go, they believe they can get there, but **they aren’t certain about how to get there.**

Do you know where you want to go?

If you answered “YES,” you probably have an exit strategy in place. If you weren’t sure, you are probably operating your business day-to-day without a clear vision for what the future holds. As Tony Robbins says, “If you keep a clear vision for your future, it will pull you like a magnet through the toughest times.”

“Stay committed to your decisions but stay flexible in your approach.”

TONY ROBBINS



You wouldn’t start a road trip without a destination in mind – likewise, you shouldn’t be running your business without an exit strategy. An exit strategy means you are working toward an eventual sale – and at a multiple. With an exit strategy in place, you will run your business differently. You will make decisions based on an end game, not just a short-term vision.

Only 25% of business owners have a clear exit strategy in place.

So what if you’re one of the 75% of business owners operating without a clear destination? It’s never too late to develop your exit strategy and to outline your map to get there. Tony calls this [your business map](#) – and it’s so much more than a business plan. In today’s market, things change too quickly for a traditional business plan to keep up. A business map addresses rapid change by allowing you to be agile in your approach. With a map, you can still reach your destination – your exit – even if you have to adjust your route along the way.

NAIVE CONFIDENCE – OR INTREPID DETERMINATION?

Business owners may not have all the answers, but they are confident in their ability to achieve anyway.

Overwhelmingly, even though **only half of business owners feel “very prepared”** or “somewhat prepared” for a recession, **77% believe they will still be able to grow their business through the next recession.** This means that 23% of business owners have faith that they can grow their business during the next economic downturn, despite their self-reported lack of preparation.

But this finding indicates what we all love about business owners and entrepreneurs: They are determined. They are resolved. They embody the deeply admired and uniquely American spirits of self-reliance and self-determination.

It’s clear that the American entrepreneur is hungry – but it takes more than hunger to be successful. What business owners need is a proven system, a way to channel their drive and focus into smart, actionable and scalable tactics that will grow their business in any economy.

WHAT THEY NEED IS A BETTER HOW.



If you want to be successful, find someone who has achieved the results you want and copy what they do and you’ll achieve the same results.”

TONY ROBBINS

MODEL THE BEST

To be massively successful, business owners must implement systems and tools that they can rely on, even in their absence. They must hire the right talent and build empowered, innovative teams. And they must understand basic principles to optimize their business and maximize the returns on those efforts.

This is where [coaching](#), continuing education through seminars like [Business Mastery](#), investment in your team through solid hiring practices and programs like [Business Results Training](#) come into play.

And always remember, the training never stops. In his own businesses, **Tony implements a principle called CANI – Constant And Never-ending Innovation.** It means always finding new ways to add more value than anyone else and never stopping until you achieve the extraordinary – for yourself, your clients and your business.



CONQUER THE TYRANNY OF HOW

8 out of 10 business owners value regular coaching to help them grow a successful business.

Why is an **exit strategy** so important? Because if you don't have an exit strategy, you have a job, not a business. An easy way to tell the difference? You can sell a business. You can't sell a job.

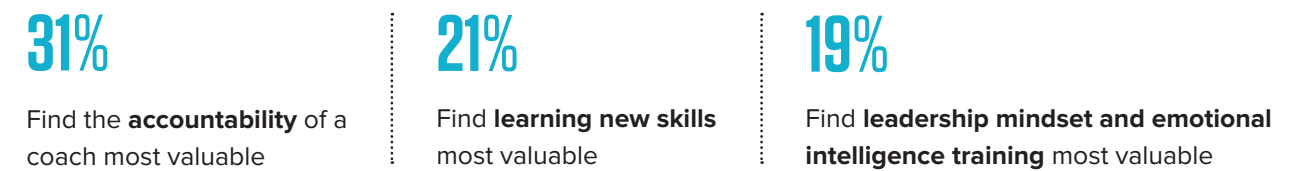
Many business owners worry that having an exit strategy means they're not invested in their business. But a clear exit strategy just means you have the ability to leave, which will make you run your business differently in order to create the possibility for real growth. Remember: A business makes money when you're not there. If you have to be present to make money, you have a job.

WITH A COACH, YOU CAN:

-  Turn decades of hard-won knowledge through trial and error into days
-  Dramatically shorten your learning curve
-  Accelerate your action plan by keeping you accountable
-  Illuminate your blind spots so you can make the most informed decisions for your business

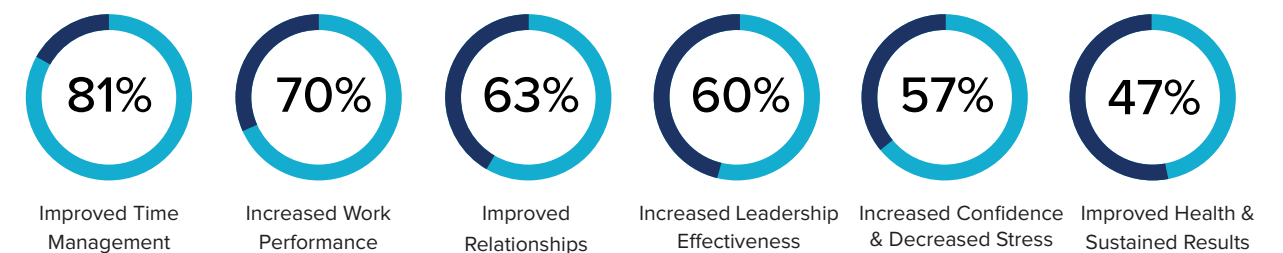
MOST BUSINESS OWNERS SEE THE VALUE IN REGULAR COACHING

From those surveyed, it's clear that coaching and mentorship relationships provide highly individualized value:



A significant group (26%) of those surveyed report a unique value that they get from their coach:

- **Gaining insight** into future technology trends
- **Mindset training**, helping to unleash creativity and personal healing
- **Guidance** in the areas of business structure and finance
- Some said **"all of the above"** – they simply couldn't pick just one area of value



WHAT IS BUSINESS COACHING?

Business coaching is the secret key to success for many of the world's most prolific and profitable entrepreneurs. But it's not just for the big leagues – everyone benefits from a Business Coach. A Business Coach helps you stay on track and accountable to your goals. They help you to see the blindspots that we all have. They make sure that what you are doing each and every day aligns with your ultimate goals and purpose – and they are laser focused on getting you the results that you want.

STEP UP YOUR BUSINESS TOOLS

GET THE BUSINESS KNOW-HOW YOU (AND YOUR TEAM) NEED

Elevate your team. Maximize your results.

Business Results Training is the tactical, strategic, results driven solution to grow your business – no matter the economic climate

LEARN MORE

Visit <https://www.tonyrobbins.com/business-results-training/>

or call **833-251-0717**

SURVEY METHODOLOGY

Robbins Research International surveyed 524 business owners and entrepreneurs from the Tony Robbins Business Mastery alumni group. Results are rounded to the nearest tenth of a percent.

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