

FREE GUIDE

YOUR VA

HOW TO GET INTO
YOUR ZONE OF
GENIUS

WHAT IS A GENIUS ZONE?



Finding your genius zone could be the missing piece of the puzzle you need to take your business to the next level. It's normal to eventually reach a point where you feel like your growth is stuck, but your zone of genius can bring you out of any rut. In business, a leader working in their genius zone helps you stand out and build a strong work culture. But what is a genius zone and how do you figure out what yours is?

ZONES OF FUNCTION

A zone of genius is something described by psychologist Gay Hendricks in his book *The Big Leap*. Here, Hendricks talks about 4 "zones of function"...

1. The **incompetence** zone: This is where you aren't good at your work because you lack the right skills and understanding
2. The **competence** zone: This is where you're efficient at your work, but you don't stand out or offer anything unique compared to other people performing the same tasks
3. The **excellence** zone: This is where you are super skilled in your work and have likely cultivated, established, and practised this over time
4. The **genius** zone: This is where your greatest passion meets your natural talents, and you can capitalise on your innate abilities



Your zone of genius is the only state in which you can get into '**flow**', a concept described by psychologist Mihaly Csikszentmihalyi. This is when you're drawing on talents that come to you effortlessly, so when you work you get completely immersed and don't notice time passing. Many great leaders work in the excellence zone where you can still find success, but it's not as fulfilling as your genius zone. Settling in your excellence zone can stagnate your growth

Your genius zone is unique to you and your personality traits. Think of it as uniting what you're most confident in with your calling. The key to your genius zone is to take your natural talent and channel it into your passion and purpose so that you genuinely enjoy your work.

HOW TO FIND YOUR GENIUS ZONE?

The trick to figuring out your genius zone is to understand your talents and passions. A lot of this comes down to thinking about how you approach what you do, rather than the work itself. You have lots of skills, so it can take time to distinguish what comes naturally. There are several questions you can ask yourself to narrow down the possibilities...

- What work would you do even without any incentives (pay or praise)?
- What about this work makes you love it?
- What work doesn't feel like work when you do it?
- What generates the highest ratio of abundance and satisfaction to the amount of time spent?
- What is your unique ability?
- What work produces exciting and energising ideas without effort?

Next, try jotting down some of your interest areas, as you could find your genius zone from combining several different things. It can come from a mix of your traits and experiences (e.g. the languages you speak, your hometown, your hobbies) as well as your skills (e.g. your degree/education, your work experience).





Self-reflection will also help you figure out your genius zone. By now, you might have a strong suspicion of what your genius zone is, but some introspection will help you be certain.

- To start, think of some recent times where you felt like you were in flow, and write down what you were thinking of while working in as much detail as you can (pinpointing how you felt and why)
- If you can't recall these thoughts, the next few times you find yourself in flow take a small amount of time to write about it directly afterwards, then look for patterns in your thought process
- Lastly, to figure out your purpose, reflect on the personal experiences and challenges that have shaped you into who you are today. Write down the major transitions and struggles in your life you have persevered, noting what was difficult and what you learned from them

Don't be disheartened if you feel like this process is taking too long. You should take the time to ensure your genius zone is accurate, you don't want to settle for what you think it probably is. It's something that should resonate within you, that you feel instinctually in your gut. This might scare you because it's easier to ignore your purpose rather than take the risk of following your intuition. It doesn't help when we are taught that work and the things we love should be kept separate. While it's true that work involves doing things we don't enjoy sometimes, it doesn't mean that your work and passions can't cross over.

PROS OF WORKING ON YOUR GENIUS

When working in your zone of genius, you want a ripple effect across your business that brings positive changes. When you are enjoying your work, you are fulfilled with more time for big picture thinking. You want work to be fun, exhilarating and rewarding, not just for you, but for all of your workers. If you delegate work to them to free up your schedule for more time to work on your genius, this could inspire them to find their own genius zone! With more autonomy, your team should be more efficient, excited and energised.

You want to implement how you operate in your genius zone into the structure of your business to improve its overall health. Work should feel like more of an extension of yourself, not just what pays the bills or something that you wake up every day dreading. By performing at this level consistently, you will inspire and elevate your team, who will pick up on your energy.

Creating a culture of genius zones is not always easy, there are times where you will be uncomfortable and have your boundaries pushed in order to help you grow. But, if done correctly, your business will become more resilient and clients will connect with your level of authenticity that stands out in the market against competitors.



HOW TO SPEND MORE TIME IN YOUR GENIUS ZONE



- **Follow your flow** - If you organically find yourself working in your flow, don't move on to another task if it's not absolutely necessary. Once you've identified your genius zone, you want to commit to practising it consistently. Track your performance to ensure you are building the habit of cultivating your genius. Keep note of how much time you spend working in this zone, how much happiness you felt and your level of confidence.
- **Apply this to your goals** - To spend more time in your genius zone, you need to make it a priority in your goal-setting. Even scheduling just 15 minutes a day to work in your flow will strengthen this muscle and you will increasingly see results. Think about what work **only you** can do and what you feel destined to do.
- **Have clear intentions** - When you have a window to work in your zone of genius, no matter how long, think about what you want to achieve and channel your passion into this dedicated timeframe. Your genius zone makes you come alive, so if you don't feel that spark, you need to continue to fine-tune your strategy until you reignite those feelings
- **Make the time** - Are you reading this and thinking of a million excuses as to why you can't make time to work in your genius zone? While it may sound too dismissive to tell you to just make time, at the end of the day - it's that simple. When you are scheduling your week, think about how you can integrate your genius zone by replacing tasks that don't fulfil you and can be performed better by someone else. Can this task be outsourced, automated, delegated or eliminated? If so, do it and bam! Time for genius!
- **Hone your talents** - When you've at long last set aside time for your genius, don't waste it trying to get better at things you're good at. This is the time to improve what you are already **exceptional** at. Find your niche and invest time and energy, and you will offer something truly unique to the world through your business.

The golden rule with spending more time in your genius zone is to start small and increase at the pace you feel most comfortable. It's not realistic to expect to work in your zone of genius 24/7, but making it a priority and taking the steps to make time for it will leave you with the rewards at the end of the day,

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INTO YOUR GENIUS
ZONE?**

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