



Take Time Out: Reflection Exercise

The model I am using here is called the 4MAT Framework (a highly validated and world-renowned tool) which can be used for many purposes and is useful as a reflection tool.

I always start client strategy sessions with this exercise, which can be adapted to their circumstances; and it is in fact set out in the first chapter in my book: **Business Skills? Don't be Daft I am a Lawyer!** to enable them to turn their expertise and passion into a business.

It always starts with the **'Why?'** question as that is normally what drives us to achieve our goals and **enables us to feel fulfilled**. Your 'why' may change from time to time so this exercise can be used at any time to find out if your 'why' is still important to you. It can also help reconnect to our passion/expertise and help us take this in a different direction.

Having answered the first question, this is then followed sequentially by 'What?' by 'How?' and 'What else?' starting on the right side of the table.

Start filling in the table at number one.

4. What else can I do with my expertise/passion? (Pivot)	1. Why am I doing this?
3. How am I doing 'it'?	2. What am I doing?