

Three R's for Growth: Reflect, Ruminare, Recommit

How to grow a bigger brain in 10 easy steps, Part 9

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The seven year anniversary of my business, theONswitch, is right around the corner. Seven years ago this month, I waved goodbye to my comfy corporate office with matching furniture, IT department, HR staff, and expense account, and joined the millions of global entrepreneurs.

I never looked back. (Well, maybe a little during 2009.)

A couple of weeks ago I had the luxury of a cross-country flight en route to the [Web 2.0](#) Conference. I used this time (see Part 8, Make More Time) to set goals for the next few months and to reflect on the highlights and the dogs of the past seven years. I strongly urge business owners to take a few hours every month for the 3 R's - reflection, rumination, and recommitment. I know it sounds a bit cosmic, but it's really quite simple:

Reflect

Reflect on those factors that contributed to your business successes. Can they be replicated? How? Part of this reflection should be on those people who played a role in your success - those colleagues who referred new business to you, clients who have recommended other clients, team members who had your back and changed the game, and service providers, colleagues and friends who have been especially helpful. Be sure you remember to thank them, contact them regularly, and reciprocate (another "R") Do not dwell on the mistakes you've made in the past. Reflect on what you learned from them.

Rumination

Think carefully on what you really need/want to achieve in the months and years ahead. Are you doing everything within your power to set goals and achieve them? What are those obstacles that get in the way of innovation and growth? How can you clear them? I am not going to recommend that you write the goals down. Although many people (including me) find that method helpful, the study that correlates written goals with success appears to be an [urban myth](#). I cannot, however, imagine that business rumination can be harmful in any way.

Re-commitment

The recommitment step comes directly from the first two "Rs." Resolve to tackle some of the "I'll do it one of these days" goals you've been talking about. Whether you tackle the three Rs in an airplane seat, in a coffee shop, or just during the commute to work, it can help you refresh your thinking - a spring cleaning of sorts - for the days ahead. Remember, a decluttered brain can be the most innovative and productive kind.

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