



CHAPTER 5

AS YOUR CHILD GROWS, YOU CAN TOO

YOUR IMMUTABLE LAWS

- 🕒 **Suggested Time to Complete:** Twenty minutes.
- 👍 **When you complete this exercise,** you will have a set of basic, enduring principles upon which you will build and grow your business.
- 👎 **If you skip this exercise,** you sail away from the dock without a rudder or compass. You won't have a set of principles to guide you and your employees in making decisions, whether they be easy or challenging.

Your Immutable Laws for your business are those basic principles that you will not compromise. Once you develop them, they will be like *gravity*: an ever-present, nonnegotiable force. Your Immutable Laws will drive your decision-making, whether the decision is an easy one (like getting out of bed—you don't think much about gravity) or a complex one (like launching a rocket, where gravity plays a central role).

As you plan for your business, you will want to set your Immutable Laws early on. Doing so will help guide you in the early days as your business takes shape.

Begin crafting your Immutable Laws *now*. You can begin to work on these when you have a few minutes of quiet time. You'll need twenty to thirty minutes to complete the exercise below. There are some questions to help kickstart your flow, but don't feel limited by them! If you feel stuck, just let your subconscious work on them for a few days and you'll find that odd memories arise or references appear that help you get your head around them. Take notes so you don't lose these ideas. When you sit down to look at them again, they will make more sense.

Let's dive in!

Your Clients

- Think of times when you paid for a service or product and had a truly exceptional experience. What made these experiences exceptional?
- What types of clients do you want to work with? It may be tempting to say “ones that pay on time,” but really think about who *you* want to work with. Describe them.

Your Employees

- In your past positions, what did you take pride in? What did you like about the company or leadership? What did you dislike?
- You are, presumably, starting a business so that you can live a lifestyle different from your current one. Will your business empower employees to do the same?
- What characteristics will be most important to you when hiring employees? (Answer this question even if you *think* you don't plan to hire anyone.)

Your Community

- Who comprises your business's community? This could be a description of your client/customer set, a local community, or both.
- How will you serve your community?
- How will you give back to your community?

Now, review your answers. Underline or highlight common words or themes in your answers in all three areas. Which ideas are keystones for you? Take these and craft your Immutable Laws. Once you have finalized your Immutable Laws, keep them somewhere where you will encounter them every day. For example, you may decide to print them and hang them in your office, include them in your desktop background, or inscribe them in your planner.

If you're feeling a bit stuck, here are examples of the Immutable Laws of some of the businesses featured in this book:

- People are more important than work.
- Craft beats talent, and you can learn craft.
- We best our best.
- "No" to toxic positivity but "yes!" to seeing the positives in each opportunity.
- Kindness and compassion are mandatory.
- No bullshit tolerated.

⌘ FAST FIVE: While it's never too late to create a set of Immutable Laws, your business will function and grow better when they are in place from the beginning. So, you *will* want to revisit the full exercise in the future.

If you are short on time now, spend five minutes zeroing in on your why. Answer these questions:

- Why are you reading this book? Why do you want to start a business? How will you craft your business in a way that supports those desires?
- Why will customers come to you? What will be unique about your business?