

# CLIMB GREATER HEIGHTS

**How to Accelerate  
Your Business Growth,  
Amplify Your Success,  
and Build a Legacy  
of Significance**



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## YOUR VOIDS DETERMINE YOUR VALUES, VALUE, AND THE SIZE OF YOUR VISION



Our lives are frittered away by detail ... simplify,  
simplify.

—Henry David Thoreau

The average person makes 35,000 decisions per day. This estimate, originally put forth by Dr. Kathleen Vohs and her colleagues, encompasses a wide range of decisions, from trivial to significant. Most of these decisions are made unconsciously or with minimal cognitive effort, highlighting the role of automaticity in daily life.

Let this sink for a bit. It doesn't matter what kind of decisions you make; the plethora of choices can seem overwhelming, especially since making even one decision requires a lot of mental energy.

It is no wonder why making essential decisions can feel so exhausting, to the point that we don't even try to answer questions like the following:

- What do I want to do with my life?
- What are my values and principles?
- Who do I want to be?
- What business do I want to start, grow, and perhaps exit?
- Why is my business struggling?
- What legacy do I want my business to leave?

What happens if you aren't intentional about figuring out the answers to the above questions? You and your business automatically fall into survival mode. You get lost and lose focus or tend to only focus on what's in front of you, leading to frustration and discouragement.

If you don't know what you want, you can become bored and restless with your business and life and how you lead it. Over time, this can increase stress, depression, and anxiety and make you lose control over your life and your business direction.

So figuring out what you want in life is crucial because doing so will give you a sense of purpose and meaning and make your business worth growing. Simon Sinek's speech "How Great Leaders Inspire Action" is the third most-watched TED talk, with over 25 million views. Starting with "Why?" teaches us how great organizations communicate, lead, and acquire loyal customers. He argues that great leaders and organizations focus on *why* they do what they do instead of *what* and *how*. Starting with *why* will help us overcome unstable markets and build loyal customers.

This is especially important for you as an entrepreneur or business owner who has yet to clarify your significant why and discover the core values that will enable you to make informed decisions about running your businesses more effectively and efficiently.

Knowing your authentic values and the ones of your business will help you make more confident decisions. You can tell whether a choice

aligns with your values and the vision you want for your business and life. Understanding your core values might also aid in choosing the right employees, changing their career paths, or deciding whether to build and grow your business. Finding and aligning your authentic values with your business requires time, repetition, and introspection.

## **THE POWER OF YOUR VOIDS**

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You may not realize it, but the gaps you feel in your business and life—those areas where something seems missing—play a pivotal role in shaping your values. These voids, the unmet needs, and desires drive you to seek fulfillment and purpose. Understanding and addressing these voids can lead you to discover what truly matters to you, define your value, and expand your vision for the future.

As a business owner, entrepreneur, or leader, recognizing and embracing your voids can be the key to unlocking your full potential. It allows you to build a business and life aligned with your deepest values, leading to greater satisfaction and success.

## **WHY DO WE EXPERIENCE VOIDS?**

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Voids arise from unmet needs, desires, or expectations. They can stem from various aspects of life, such as relationships, career, health, or personal growth. These gaps create a sense of lack, prompting you to seek ways to fill them.

As a transformational coach specializing in human behavior, no matter who I work with, I believe it's important to recognize and understand the variety of voids that individuals commonly experience throughout their lives. These voids, or feelings of lack and emptiness, can significantly impact our behaviors, emotions, thoughts, decisions, and actions. Here is a list of some of the most common voids you as a business owner face:

- **Love and Belonging**

A fundamental human need, the absence of love or a sense of belonging can lead to feelings of isolation and loneliness. This void often drives the pursuit of unhealthy relationships or staying in negative situations for fear of being alone.
- **Purpose and Meaning**

Many people struggle with a sense of purposelessness, questioning their place in the world and the meaning of their existence. This can lead to existential despair and a lack of motivation to pursue goals or dreams.
- **Self-esteem and Recognition**

A void in self-esteem occurs when you feel inadequate, unworthy, or unappreciated. You may seek validation and acknowledgment from external sources rather than finding value within yourself.
- **Safety and Security**

This includes physical and emotional security. A lack of stability, due to financial troubles, health issues, or tumultuous environments, can create deep-seated anxiety and fear.
- **Connection and Intimacy**

Beyond surface-level relationships, you may crave deeper, more meaningful connections with others but find it difficult to establish or maintain such intimacy. This leads to a sense of disconnection from those around you.
- **Freedom and Independence**

When you feel trapped by circumstances, responsibilities, or societal expectations, you experience a void of autonomy. This lack of freedom can stifle personal growth and happiness.

- Knowledge and Growth

You have an innate desire to learn and evolve. This unmet need can result in feelings of stagnation and frustration, as if life is passing by without any progress or enrichment.

- Health and Vitality

Physical or mental health issues can create a profound void, impacting your ability to enjoy life and engage fully with the world around you. This can lead to a cycle of negative health behaviors and decreased quality of life.

Addressing these voids involves a holistic approach encompassing physical health, emotional well-being, and spiritual growth.

Awareness is the first step. You can seek supportive relationships, professional help, and personal development practices to fill these voids and lead a more balanced, fulfilling life. Pursuing these voids can lead you to discover and prioritize specific values over others.

For instance, your business today and in the future may experience several voids, and you may be actively looking to fulfill them, such as the following:

- Talent Acquisition and Retention

With the rise of remote work and the great resignation, your business may struggle to attract and retain top talent. You may be exploring new employee benefits, flexible work arrangements, and career development opportunities to address this growing issue.

- Supply Chain Resilience

The COVID-19 pandemic exposed vulnerabilities in global supply chains. As a result, many companies are now focusing on diversifying suppliers, increasing inventory levels, and investing in technology to improve supply chain visibility and resilience.

- **Sustainability and Environmental Responsibility**

There is a growing demand for businesses to adopt sustainable practices and reduce their environmental impact. Companies are investing in renewable energy, reducing waste, and developing ecofriendly products to meet this demand.
- **Technological Integration**

The rapid advancement of technology, including generative AI and real-time data analytics, is transforming business operations. Companies are integrating these technologies to improve efficiency, enhance customer experiences, and drive innovation.
- **Customer Experience**

With increasing competition, businesses are focusing on delivering exceptional customer experiences. This includes personalizing interactions, leveraging customer feedback, and utilizing data analytics to understand and anticipate customer needs.
- **Geopolitical and Economic Stability**

Geopolitical tensions and economic uncertainties are challenging businesses to navigate complex regulatory environments and maintain financial stability. Companies are developing strategies to mitigate risks and adapt to changing market conditions.
- **Diversity, Equity, and Inclusion (DEI)**

There is a strong push for businesses to create more inclusive and equitable workplaces. Companies are implementing DEI initiatives, promoting diverse leadership, and fostering a culture of inclusion to attract a broader talent pool and improve overall performance.