



by Kirsty Spraggon



Speaker, coach and author

Kirsty is known for her expertise in building relationships that assist you to increase, your sales, networks and connections for life and business success.

To contact Kirsty email:
kirsty@kirstyspraggon.com

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Furk Don't Work

A recent lifeline poll found 9 out of 10 Australians are stressed and three out of four said it was work related.

Have you ever had so much fun at work and loved what you do so much that you were hypo excited!

It happens to me all the time, as I spend most of my days furking. I know some of you potty minds are thinking 'What the!' but I assure you, there is nothing rude about furking and we should all be doing a lot more of it.

The word 'Furk' came about when I got sick of people telling me that I am 'working' all the time. I hardly ever 'work'... well not in the way most people think of work. It's not so much the definition of work that bothers me, but what society has made it mean. Generally, the word 'work' conjures up feelings of pressure, stress, discomfort and a number of other horrible thoughts and feelings.

I think, for too long now, we have been separating and compartmentalising FUN and woRK and it's time we blurred the lines a little... hence the creation of the word FURK. Which, for me is about blurring the lines between work and play, clients and friends, colleagues and friends and not compartmentalising them as separate categories. After all, we spend the majority of our day and lifetime at work, so we may as well make it fun!

Most of my days are spent creating, catching up and having breakfast, lunch and dinner with

clients who I consider friends, many of whom have become lifetime clients that I love having in my world. This is a much more sustainable way of doing business than trying to find the allusive work life balance or following the adage of 'Don't mix business with pleasure'.

Plus, it's a much more fun way to grow a successful career or business.

A few tips to get you started with blurring the lines; to transition business relationships from transactions to relationships is to consider your business relationships as personal relationships. We need to spend time together and get to know each other.

Simple things like having a coffee (at a nearby café) when a landlord visits your office is a great start. Then consider letting them into your world a little bit further by perhaps organising social get together events such as a golf day, BBQ, movie night or a picnic in the park fun day.

The ideas are endless!

Take the time to sit down as a team to discuss these ideas and activities of how you can furk with team mates, landlords and your tenants to make the relationship more FUN.

The idea being that if you truly like your clients and you get to know each other it won't feel like work, and you will both benefit by gaining a lifetime relationship of repeat and referral business that goes beyond being a simple transaction. ■