**Why Self-Care Is Your Ultimate Business Hustle**

When you’re leading a team or a business, it’s important to ask, what’s leading you? Our strive for success is oftentimes one sided—prioritizing our corporate deadlines and deliverables over our corporal body’s health and happiness.

Many of us are actually being led by the, “I don’t have time,” mantra that seems to be our go-to phrase whenever any beneficial practice beckons us; anything that seems to take effort, introspection and—gasp—time.

As this year winds down, take inventory of your health goals. While self-care might seem like the newest buzzword, it’s an action that is an integral part of success, a touching base with oneself, and an addressing of immediate personal needs.

The World Health Organization defines health as: “A state of complete physical, mental and social well-being and not merely the absence of disease.” To be healthy, we must strengthen the “pillars of success,” what we define, at Invincible CEO, as: mental, physical, and emotional.

If your mind and body are struggling to keep up with your hustle, schedule some downtime to rest your mind and refocus. Just as you would schedule a valuable business meeting, do the same with self-care. Our minds are not designed to function on autopilot or constantly deal with stress, so having a routine check-in with yourself brings an awareness of personal challenges that could hinder business goals.

Success is ultimately a mind set and it’s necessary to take time to support your mind with tools like meditation and yoga, as well as eating healthy meals and getting enough sleep.

When you give yourself permission to rest, your mind develops clarity in thought and can see and define purpose in life. For without purpose, our hard work feels overwhelming, but a mind motivated by purpose sees the meaning behind our efforts. Is it time to rethink your business goals so that they align with your personal motivations and create purpose that sustains your health?