

tina wells

WORK/LIFE HARMONY:
CREATING BALANCE &
BOUNDARIES

THE ELEVATION APPROACH





What You'll Learn

- 1 *How to make space your life for your business*
- 2 *How to plan your life in a seasonal approach*
The basics of The Elevation Approach
- 3

A little about me...

1

Started my first business at 16.

2

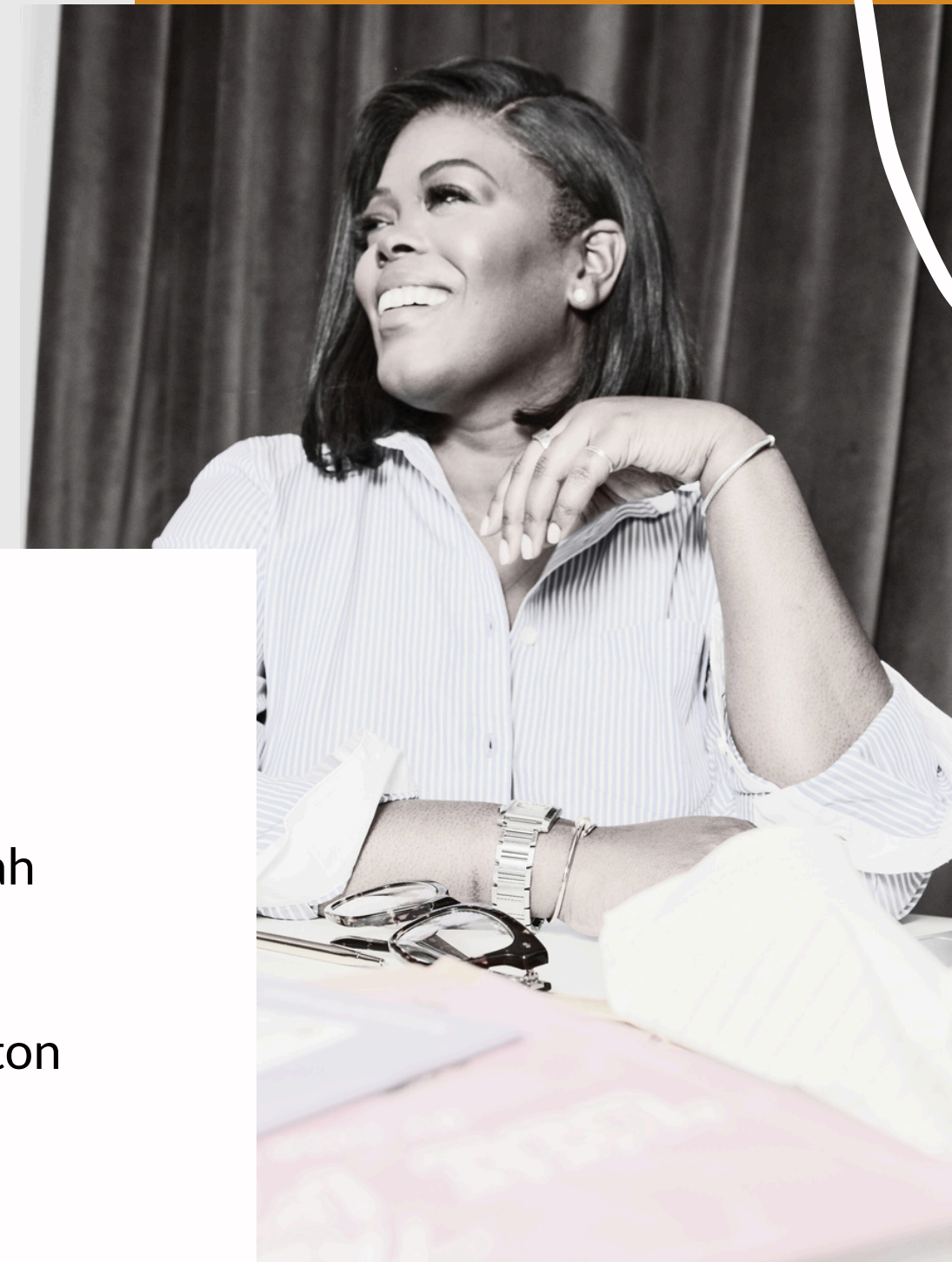
Worked with over 350 companies including American Eagle Outfitters, Dell, and the Oprah Winfrey Network.

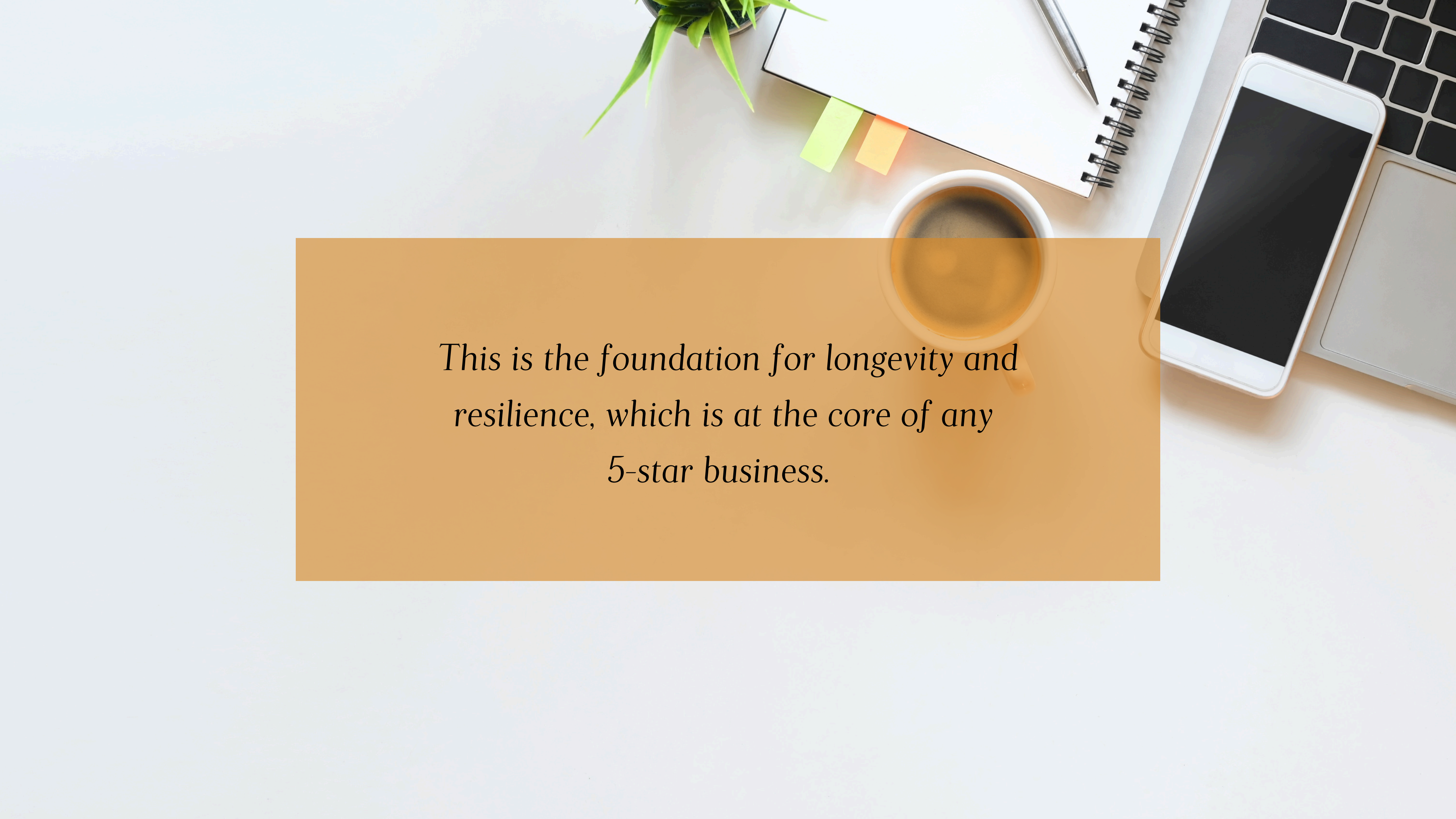
3

Spent 7 years teaching business at the Wharton School at the University of Pennsylvania.

4

Author of 23 bestselling books, many in partnership with Target, and founder of two brands (WNDR LN and Elevation by Tina Wells sold exclusively at Target).



A top-down view of a desk with a laptop, smartphone, notebook, pen, sticky notes, and a cup of coffee. The text is overlaid on a semi-transparent orange rectangle.

*This is the foundation for longevity and
resilience, which is at the core of any
5-star business.*



Your Foundation

- 1 *Defining your mission + vision*
- 2 *Movings towards your place of "YES"*
- 3 *Creating space in your life*



*Business is hard. Even
the businesses we love
are hard.*



*"Why am I doing this
again?"*



MISSION + VISION = INSPIRATION

Affirmations to mindfully express the purpose, direction, and driving forces of your brand.



MISSION STATEMENT

An action-oriented declaration of the purpose your business serves to customers.

A close-up photograph of a person's hands holding a white smartphone. The phone's screen is lit up with a solid blue color. The top status bar shows the time '16:37' and a battery level of '67%'. The person's left hand is at the bottom of the phone, and their right hand is at the top, with fingers slightly curled. A white rectangular text box is centered over the phone's screen.

FACEBOOK

*“To give people the power to build community
and bring the world closer together.”*

VISA

“To connect the world through the most innovative, reliable, and secure payment network - enabling individuals, businesses, and economies to thrive.”





elevation

ELEVATION TRIBE

*"To to help women launch, grow, and
lead businesses on purpose, with
purpose."*

A top-down view of a person's hands writing in a spiral-bound notebook. The person is wearing a white t-shirt and blue shorts. A blue pen is held in their right hand, and a diamond ring is visible on their left hand. The notebook is open to a blank, lined page. A white rectangular box is overlaid on the notebook, containing the text 'Q1' and 'Why are you doing this?'. Below this box is an orange bar with the text 'DEFINE YOUR MISSION STATEMENT'.

Q1

Why are you doing this?


DEFINE YOUR MISSION STATEMENT



Q2

Why does it matter?

DEFINE YOUR MISSION STATEMENT



Q3

Who will you serve?

DEFINE YOUR MISSION STATEMENT

A top-down view of a bed with white linens. A smartphone is on the left, a notebook is on the right, and a cup of coffee is at the bottom center. A white rectangular box is in the center containing text.

Q4

What keeps you up at night?

DEFINE YOUR MISSION STATEMENT

A glowing lightbulb sits on a wooden surface, casting a warm, golden light. The bulb is the central focus of the image, with its filament visible and emitting a bright glow. The wood grain of the surface is clearly visible, adding texture to the scene. The overall atmosphere is one of inspiration and innovation.

Q5

Why are you so passionate about creating a product or service to solve that problem?

DEFINE YOUR MISSION STATEMENT

A hand holding a white rose against a sunset background. The hand is positioned in the lower left, holding the stem of a white rose with a pinkish-red bud. The background is a warm, golden sunset with a bright sun in the upper right and its reflection in the lower right. A white rectangular box is centered over the image, containing text.

Q6

Is this "why" also true for other people?

DEFINE YOUR MISSION STATEMENT

A group of people are captured in a joyful moment, jumping and running in a field of tall grass under a bright, hazy sky at sunset. The scene is filled with energy and happiness. The people are seen from behind, with their arms raised and legs in mid-air. The background shows a line of trees and a distant horizon.

ELEVATION APPROACH

MISSION STATEMENT FORMULA

Your business's purpose + how you execute your purpose + why + who you serve = your mission

A scenic landscape featuring a winding asphalt road that curves through a valley. The surrounding hills are covered in dry, golden-brown grass and some patches of snow. The sky is overcast with grey clouds. A white text box is centered over the image, containing the text 'VISION STATEMENT' and a definition. The text box has an orange header bar.

VISION STATEMENT

The result that occurs when your mission statement comes to fruition.

MISSION

To give people the power to build community and bring the world closer together.

VISION

People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.



TINA WELLS

A vision statement should be inspiring enough to energize and motivate you to persevere through your business's ups and downs, by envisioning what your brand will be in its future state.

- Tina



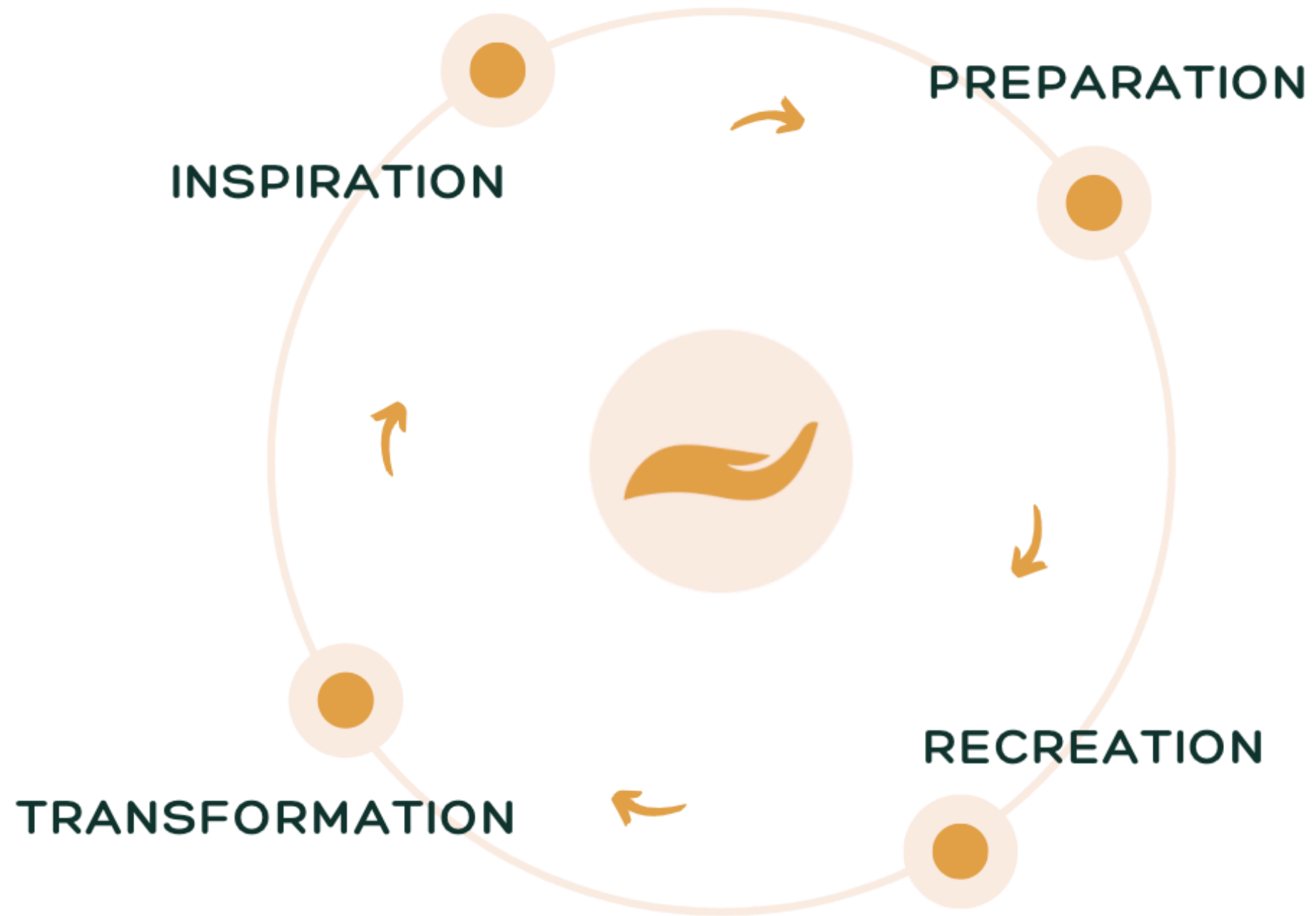


A lit candle in a glass jar with a wooden stick in the background. The candle is lit, and the flame is visible. The background is blurred, showing a wooden stick and a white wall.

tina wells

“I, _____, commit today that the business venture I am about to pursue, will not include burnout.”

REPEAT...





PREPARATION

Preparation is where it all begins. It's where you answer the tough questions to see if your idea is feasible.



INSPIRATION

In this phase, you'll seek inspo from people who have done it and you'll get clarity on your big idea.

A sunset over the ocean with two hands framing the scene. The hands are positioned at the top and bottom, with fingers pointing towards the center, creating a heart-like shape. The sun is low on the horizon, casting a warm glow over the water and sky. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue.

RECREATION

While this phase is about fun and play, it's also a time for rest.



TRANSFORMATION

This is where you literally see your
idea become reality.



YES!