

Connecting the dots: A faster, easier and simpler way to grow or improve your business

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Many small business people are working too many hours, with too much stress, and with inadequate returns for their efforts. There is a better approach to business.

Executive Summary

This white paper describes typical problematic scenarios for small business, many of which are accepted by the owner as "par for the course".

For business owners locked into the daily grind, the thought of their business running "like clockwork" even without their presence, is a far-off dream.

However, as you will see, once clearly understood, problems associated with time, stress, or lack of financial reward can be readily resolved in most cases.

This paper is designed spell out the steps to reach that dream, and many owners will be able to take those steps, confidently. With the help of Speed Business Networking, you can take those steps much surer, and faster.

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Grow a Better Business, Faster

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SPEED BUSINESS!

“You can always find reasons to work. There will always be one more thing to do. But when people don't take time out, they stop being productive. They stop being happy, and that affects the morale of everyone around them.”
Carisa Bianchi

“Learn from the mistakes of others. You can't live long enough to make them all yourself.”
Martin Vanbee

The Challenge

The most pressing problem for business owners today is time. Most of the business owners we talk to are typically working anything from 8-16 hours a day in their business, and often 6-7 days a week.

The tragedy of this is not just that their families and friends bear the brunt of their absence, and also bear the brunt of their stress and anxiety, it's that these business owners are, quite literally, **wasting** that precious time.

Now that's a pretty bold statement, but I hope you'll stay with me on this and hear me out.

Business owners are a special breed. Certainly they usually have a high degree of technical skill or talent – that's usually what gave them the confidence to go into business in the first place.

But the most *important* qualities they possess are totally wasted if the owner remains caught up in the day-to-day operations of his or her business.

What are these important qualities?

- Vision
- Passion
- Leadership

While ever you are working, hands on, 8 or more hours a day in your business, you are depriving your business of these qualities. In fact, if you are working those hours in your business, and if you don't believe you have a choice, then you really have to face the fact that you don't yet have a business, you have an expensive job!

The Frog in the Boiling Pot

Very few business people go into business with that scenario in mind. And I doubt very much, as you're reading this, that you would deliberately choose to tolerate a stressful, chaotic working life.

So if you didn't choose it, how did it happen?

It happened to you just like it happened to the proverbial frog. Placed in a pot of cold water, the frog was quite comfortable. It began to get a little warm, but that was OK – it probably wouldn't be for long. And it got a little warmer still, but not too warm to do something about it. And gradually the heat grew until it was, literally, beyond the poor frog's tolerance. Problem was, he was so heat stressed he just couldn't move.

So many of the business people we see are in a pot that is rapidly becoming far too warm (or is boiling!). We see the stress (and sometimes distress) on their faces, and we hear it in their voices. We notice it in their behaviour when they make illogical choices that make things tougher for themselves and everyone around them, instead of easier.

If only they'd raise their eyes above the fray and notice that there is another way to operate, and that the rewards, for everyone, can be far, far greater.

Other business people are doing it, and you can too.

Where are You Now?

95% of small businesses fail, mostly in the first 1-3 years, but a significant number fail even 5-10 years down the track. Very few ever reach anything like their potential.

Let's look at the two major issues that lead to stress and unrealised dreams for so many business owners:

Not enough sales

Most small business owners are not marketing experts, and why should they be! However this leaves them vulnerable to sales ploys by advertisers who cannot provide any guarantee of success, such as newspapers, Yellow Pages, etc.

Can you imagine what would happen if next time you got approached by an advertising sales person you said "Tell you what, I'll advertise with you for no up front payment, and if it works I'll pay you double but if it doesn't I'll pay you nothing."?

I've actually tried that several times and so far not one has taken me up on my generous offer.

However there *are* evidence-based marketing and sales methods that do work, and they usually cost nothing or almost nothing. Would you like to know about them? (See over.)

Not enough time

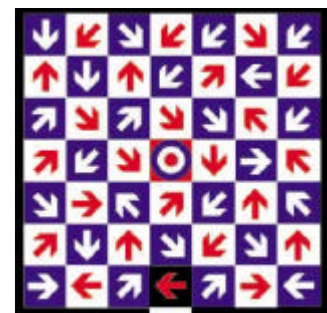
Most small businesses, believe it or not, do not have fully-documented procedures for each activity, do not have KPI's in place to properly assess staff performance, do not have quality rules *written down*, do not have

reporting systems in place, and suffer inefficiency and wasted time due to activities taking too long, having to be repeated, internal queries going to a person whose time should be far better spent, and a lack of strategic planning.

Most small businesses have the owner heavily engaged in the actual day-to-day work of the business, so that literally no-one is "minding the shop". No-one is truly providing real management or leadership of the staff, and almost everything is done "ad hoc".

Typically, when these points are addressed, not only does the workplace become far more ordered and peaceful, but the excess staff capacity can be turned to marketing and sales, and customers are far, far happier, leading to better retention rates and more referrals.

The beauty of this is that even though it seems like an enormous task, especially if your "systems" look like the maze below, the bulk of the systems development actually has to be done by your staff, not you!



Without strategic planning and documented procedures and controls, most businesses' operational behaviour looks like this!

Usually it's not about spending more money on advertising, or getting more staff.

It's about simple systems:

- Systems for marketing***
- Systems for operations***
- Systems for managing***

It's about systems that work!

Every business is unique, and every business has the right systems buried in it already, if you only know where to look.

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SPEED BUSINESS!

Only do marketing that works!

When done correctly, these are the top, proven marketing strategies, and they cost nothing or almost nothing:

- ☑ **Data base massage: Communicate strategically, regularly, persistently, and personally.**
- ☑ **Make genuine business friendships: join at least 3 high-quality networking organisations and ATTEND them.**
- ☑ **Learn to communicate on an emotional level with customers and prospective customers. Don't make assumptions about what they want from you!**

We have proven that most businesses can increase their revenue by at least 200% within 12 weeks by conscientiously implementing these methods.

The Vision

If you could wave a magic wand over your business right now, and have it looking and performing any way that you wanted, what would you choose?

Of course it's going to be different for every owner, but let's share a few dreams that various owners have shared with us.

I'd be getting a lot more referrals

Instead of having to advertise so much, or do so much cold calling, instead of my having to *try* so hard, my customers would be so wrapped in what they got from me that they'd be insisting all their friends and family come to me as well.

I'd have lots of friends in business that would send their whole customer base to me as well!

I'd have so many warm referrals to my business, that I'd wonder how I could have ever tolerated it any other way!

My staff would get it right every time, even without my being there

My staff would have absolute clarity about my requirements of them, and would be working to written procedures for every task, producing the same high quality of service or product every single time.

They would be totally committed to the requirements of the job and the requirements of the customer.

They would be constantly coming up with high-quality ideas to make things work even better, and make my customers even happier!

I wouldn't have to be looking over their shoulder because it would be *immediately* evident from the reporting systems if something needed my attention.

I would have peace of mind knowing that even if something happened to me, or if I decided to take a 6-month holiday, my business would still run like clockwork

There would be simple reporting procedures in place that I could merely glance at to know that my business was operating exactly as I wanted it to.

These could be faxed or emailed to me anywhere in the world, meaning that I could be on a beach in Hawaii and still have confidence that the merest glitch would show up instantly and could be easily remedied.

Continued overleaf

“Vision is where tomorrow begins, for it expresses what you and others who share the vision will be working hard to create. Since most people don't take the time to think systematically about the future, those who do, and who base their strategies and actions on their visions, have inordinate power to shape the future.”

Burt Nanus

“Trying to re-invent the wheel is probably the most stupid thing a business person can do. Someone else has already done it better.”

Christine Sutherland

“The trodden path is the safest.”

Legal Maxim

The Vision Cont

It would be totally my choice whether to repeat my success with other businesses, and expand even further

Once you remove yourself from the equation of your business, and you see how simple and easy it is to manage from a distance, you also see how easy it is to replicate the business itself.

This is exactly how a restaurateur can go from owning one restaurant to owning dozens.

Rupert Murdoch and Kerry Packer don't write news stories, and the whole McDonald's empire is run by a bunch of 15-year-olds!

My margins would be bigger

With more customers, the right people, the right systems, and the right attitude, my margins will automatically increase anyway due to efficiency savings, reduced staff costs, and economies of scale.

I would also fully understand that people do not really buy on price and would be proud that my customers chose me even though I charge more!

Your Steps Forward

No-one survives in business by taking unnecessary risk, and taking the steps to improve and develop your

business can and should be totally without risk.

So how do we ensure your and your business's safety as you take those steps into a better future?

1 Start from where you are now. What is definitely working? What is definitely not? Where is the proof? What are the measures you are using?

2 Which aspects of your business do you want to change? Which do you not?

3 What are you doing that others are doing more successfully, particularly in marketing and sales?

4 What systems are already operating, written or not? What rules and policies govern your approach to your business, written or not?

5 Where is the point where change can commence in the least disruptive way possible?

6 What systems can you put in place to monitor, evaluate and control all activities?

7 How can those systems continue to be improved over time, to ensure the ongoing growth and success of your business?

By moving ahead in this way, you are moving on sure ground.

“True individual freedom cannot exist without economic security and independence.”
Franklin Delano Roosevelt

“Science is the attempt to make the chaotic diversity of our sense experience correspond to a logically uniform system of thought.”
Albert Einstein

Moving on Sure Ground

A scientific approach to business improvement is the only sane way to go. Everything else is mere experimentation, with the risk of an unpredictable outcome!

Quality Assurance Systems and a Total Quality Management approach have been used since World War 2 and in fact were responsible for rapidly rebuilding and advancing Japanese industry to the point where it became respected the world over for its efficiency and for the quality of its production.

This does not mean that someone else's system gets grafted to your business!

On the contrary, QA and TQM begin with the system you have right now, even though that may not be documented.

No change is implemented which is not essential, and change can only be implemented when its impact on the rest of the system has been properly considered.

This is the rock solid, dependable way to improve your business.

Checking and Monitoring

All good systems result in measures being produced which easily and simply provide reports for the business owner to monitor.

If a system takes up more time than it saves, or is cumbersome, or if the report does not clearly and quickly convey what the manager or owner needs to know, then it is an unsatisfactory system.

With a good system the owner can monitor the performance of every activity in the business, whether he/she is at a desk, or on a beach in Hawaii!

For example, every business, whether it knows it or not, has a quantifiable system for producing predictable revenue.

Whether the lead time is short or long, a failure of the system will inevitably lead to a drop in sales.

A good reporting system will alert the owner ***on a daily basis*** allowing the owner to take remedial action ***immediately*** and assure that the sales goal is still met.

This is a million times better than most businesses, who don't know that sales will fall until ***after the fact***, when it is far too late to do anything about it.

Such a system also frees up the owner so that the business can now fully benefit from his/her passion, vision, leadership and guidance.

“Coaches and teammates support me. No-one can do things alone.”
Pelé

“Essential to teamwork is trust.”
Robert H Waterman

“All winning teams are goal-oriented. Teams like these win consistently because everyone connected with them concentrates on specific objectives. They go about their business with blinders on; nothing will distract them from achieving their aims.”
Lou Holtz, former Notre Dame Football Coach

Choosing a Partner

Success is, without doubt, always about teamwork. In fact, there is probably no such thing as a single successful business person in the entire history of the world who has ever succeeded without help.

It just doesn't happen.

Whether you bring employees into your business, or you find a mentor, or you engage consultants, it is necessary to have a team in order to be truly successful.

Regardless of how you go about it, all of these people can be regarded as your “partners”.

So what type of partners do you look for in order to give you the best team possible? Check out these qualities:

Demonstrated expertise. This may mean that the person has a track record, or that they possess qualities you are looking for which will best equip them to learn to fill a certain role.

Measurable outcomes. Always determine in advance how you will measure the performance of your team member. In the case of an employee, this will be via Key Performance Indicators. In the case of a consultant, this will be in terms of specifying objective, measurable outcomes, as well as budgets and timeframes in which those outcomes are to be achieved.

We have seen cases of unspecified or even totally

open outcomes, and cases where no objective measures were put in place. Not only are these “plans” likely to fail, but you also won't even be able to measure the depth of the failure!

One of Perth's biggest resource firms has made this very mistake!

The right personalities. No successful team is merely a collection of individuals. Rather, each member compliments the other. There is mutual trust and respect, and all eyes are on the mutual goals, which are clearly defined.

As in building any good relationship, choose partners who share common principles, values and philosophies.

The right game plan. Even the best team needs strategies, and the best teams use strategies which are already proven winners, and simply improve on them or adapt them for their specific purpose.

Don't pick a parasite. In choosing a consultant, ensure that the knowledge and expertise gained does not disappear with the consultant!

Be wary of any consultant who wants to graft him/herself to your business by becoming indispensable.

It is the goal of a professional consultant to create strong, independent clients that are a tribute to his/her skill and expertise!

Expected Outcomes

“Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skilful execution; it represents the wise choice of many alternatives.”

William A Foster

“Successful leaders have the courage to take action where others hesitate.”

Anonymous

Most owners are curious about the kinds of gains they can expect when they work with us. After all they are investing in us, sometimes in a minimal way, and sometimes more comprehensively, and there must be a return on that investment!

Usually we are called in to a business to examine and improve sales or fee levels.

Almost always we find that the business is out of date with modern scientific marketing method, and is doing things the hard way.

Almost always we find that the budget for marketing and sales is too big, because not only are modern methods more efficient, they're a whole lot cheaper!

In addition, we sometimes find that the business does not have the capacity or infrastructure to support increased revenue. Certainly we could put more effective marketing systems in place, but the rest of the business could not cope. This would only lead to distress, both internally, and for clients!

So the first thing that we do is examine the business itself for excess capacity. We want to know whether staffing and infrastructure can maintain a high level of service in the face of dramatically increased sales.

Growth must **enhance** your business, not damage it!

Generally we will recommend fine-tuning, documenting and controlling the systems within the business so that it runs far more smoothly and frees up the owner, who in turn can now provide the vision, passion and leadership that his/her business requires.

The marketing system that we then put in place is adapted from what the business has already been doing successfully.

To achieve this we examine the existing marketing system, both its hidden and overt characteristics, and “tweak” that in order to leverage it and gain more impact.

We lean heavily on scientific referral building, with the aim of drawing clients or customers to you, rather than your having to chase *them*.

Ultimately we want you to eliminate cold calling simply because you are now being deluged by warm, qualified, high-quality referrals.

In general, expect a revenue growth of some 200% within 12 weeks of implementation of your improved marketing system.

“Where the determination is, the way can be found.”
George S Classon

“To him who is determined it remains only to act.”
Italian Proverb

“Begin with the end in mind.”
Stephen Covey

“Every person who wins in any undertaking must be willing to cut all sources of retreat. Only by doing so can one be sure of maintaining that state of mind known as a burning desire to win - essential to success.”
Napoleon Hill

Conclusion

For businesses owners seeking growth or improvement, nothing delivers quite like Speed Business.

With advanced scientific marketing strategies, the ability to assess and fine-tune your systems to produce dependable, predictable and measurable higher-quality results, and with structured referral networking through our exciting Speed Business Networking events and other business strategies and resources, you can turn your business into the business of your dreams.

Yours in success



PS: Wherever you are in the world, we can help you build the business of your dreams!

Visit the web site to download your FREE preview of the latest release business development manual: “Take Your Team to the Top: How to Double Your Sales in 30 Days from Implementation!”

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