

Molly Harvey

GROWING BUSINESS AROUND PEOPLE

'The Soul Woman'



TIPS ON HOW TO TAKE BUSINESS BACK TO BASICS

Collectively around the world we are changing. Big businesses, banks and institutions are moving towards change or extinction. Now is the time to take your business confidently back to basics. What if this economic down turn is really a human upturn?

1. Constantly educate, develop and motivate your staff.
2. People + Unblocked Potential = 2009 Sustainable Profit.
3. Innovation, creativity and change are the only things that stick in business.
4. Be outward focussed on the customer instead of inward focussed.
5. Product/Service - What can you do best?
6. Where and what is your core business?
7. Cut all your money leaks. (Where are you wasting money?)
8. Watch your competition closely. (How are they adding value to the current market?)
9. Who are your top 20 clients?
10. Cull the time wasters in your business and outside your business.
11. Drop the word 'crisis' from your vocabulary.
12. Get back to what you do really well in business.
13. Believe and be positive at all times. (Customers will only buy from you if they believe in you.)
14. There is no place for complacency and inertia.
15. Get out of denial and get real...
16. Invest now in building new skills.
17. Consider joint ventures or partnerships with competition.
18. Get involved in an external group to your business to share best practice.
19. Cash is King. (Be realistic about your figures.)
20. Every task that you do, pause and ask yourself, does this take me closer or away from the company vision in 2009?
21. Once a week take some THINK TANK TIME to reflect on what is working and what you need to stop doing.
22. Stop using time as an excuse... Do it now.
23. Stop complaining and focus on what is right in your business.
24. Spend time with inner rich friends who will listen and help you through tough times.
25. Remember, life is not about fear-based action; it is all about energised action.

It takes courage and vision to get back to basics and maybe change direction. Why not do it now... and make 2009 your best year yet in business.

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