



Kick Start Your Business

At some point most business-owners, no matter how successful, find themselves stuck in a rut. They know they want their business to grow, to be more profitable, and to be less reliant on them. But they don't seem to be able to get there. They are like the hamster on the wheel going round and round but not getting anywhere.

Does this sound familiar? If so, what do you do about it? In my opinion, the best thing you can do is to take a day out, to recharge your batteries, plan and think.

"I can't do that" I can hear you saying, "I've got far too much to do". But if you really want to change things, you have to make time. Think about how you manage to clear your in-tray before you go on holiday. Well, do the same things now - focus on what really needs to be done, and put in the extra hours if need be.

Enter the time off in your diary and stick to it. Get away from your office, and preferably your home. You could spend time in a coffee shop, walking, or in a garden. Take a pad of paper and a pen with you to jot down thoughts as they come to you.

Spend some time remembering why you set the business up originally. What did you want to achieve, both in your business and private life? What is your vision for your business in the next three to five years? Make this vision as clear and detailed as you can. It is this that is going to motivate you. If you find this exercise difficult, list the things you don't want; this will help you to work out what you do want.

Then brainstorm the things that you will need to do in order to reach that vision. These are your actions. Try to put a timescale on each item. A lot has been written about how to set goals. Don't worry about that now. The aim of this day is to set things in motion and to start the process of change, not to end up with a beautifully written plan.

Sort your actions into short term, medium term and long term. As you are doing this you may find some that you want to discard.

Looking through the short term ones, identify some that you can easily implement straight away. Consider whether or not you can delegate any of them.

Each day spend some time reviewing your vision and planning your work for the day so as to spend some time working on your actions. Within a week you should have started the process of change. There will be more to do, but having a clear vision of where you want to be, and moving towards that goal, will be a strong motivating force.

Every month make sure you take a day out to review your progress and plan for the future. Enter the date in your diary now and make it a habit.

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