



What's Preventing You from Succeeding Part 2

March 13th 2012

They will then need some help in making mistakes!

Yes, we know that you have been told that mistakes are bad. If you want to be in business you need to unlearn that thinking style. You have to be prepared to make the mistake; own up to it; learn from it; adapt your system to avoid repeating it and move on and make another!

You also have to learn to make small mistakes and learn big lessons.

An example is going to a BIG 5 accounting firm for an Owner Operated Business Plan. That type of business plan could cost you 20K or more; you would be relegated to a junior staff member; you would learn the million reasons why not to do it – but you know that it is cheaper and faster than an MBA and it is better than going into business without the plan and possibly losing your spouse's house! Which mistake do you wish to make?

One of our life lessons taught us a mantra that we will share: Good; Fast; Cheap....everyone wants all three of these...but you can only get two out of the three.

Decide which are important for you; look at your resources and budget; write down your talents (*Product Development, Marketing, Accounting, Finance, Human Resources, Legal issues or Computer applications**), assess your talents versus your needs and MAKE A DECISION – do it now or sleep on it but you have 24 hours.

The BIGGEST mistake most people make in their business decision making is in **not** making a decision. Remember that wanting something **perfect** gets in the way of getting things **done**.

Procrastinating and finding things to do that are either mundane or urgent that get in the way of doing what is **important** and **essential**. Often awaiting **inspiration** prevents the application of a little perspiration to get things done.

Perfection is not how it works in business.

Steve Jobs did not wait for the perfect iPhones, iPads or iPods. He just ensured that his products were as good as those around him; priced fairly (not cheaply); fun to use and cool, as well. And this "cool" was coming from a super-geek. That is why we are all waiting for the iPhone 5....it does not mean that the models before this one were no good, but they were not perfect. That lack of perfection allows things to stay affordable and for innovation to allow for marketing opportunities!

The same is true of your Business and your Business Plan. It does not need to be perfect, it does not need to be a work of art, it does not even need to be better than your neighbor's. But it does need to understand the business environment; it does need to understand your audience and it does need to understand how it will provide value to the selected party.

Success is often built upon things that came before.

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For example, a successful novelist does not write a bestseller in the dark.

Instead they read. They study other writers. They talk about and with other writers. They think about writing. They research. They write. They edit. They test their writing on those close to them. They learn and grow.

This process is true of other crafts, trades and professions as well.

This process is true in business.

The **art** of business is more accurately called the **craft** of business.

The market system drives this innovation.

The difference between Wal-Mart and K-Mart may seem huge now; the difference between McDonalds and Hardees'; the difference between Tim Horton's and Dunkin Donuts – these differences may seem huge now, **but** they were not always so.

Rivals make each other stronger – but there are winners and losers. The thrill of victory is a huge motivating factor but even the 2nd string quarterbacks on all NFL teams were “great” quarterbacks at their college or high schools. Yes, there are winners and losers!

How many remember that before the iPad there was the Newton?

Always start with something.

Then work to make it better.

Apply your knowledge, skill, aptitude and attitude.

Let your audience know how that knowledge, skill, aptitude and attitude will help in the Business. Let your Business Plan highlight these skills – whether with a photo, logo, motto, vision statement or other neat trick. For instance, if you want to become a fish monger and open a shop, perhaps you can wrap your plan like a fish monger would. (Hey, it is only an idea!)

Getting started on any project does not mean that you have to start with a blank screen. Start with something you like and make it better. So by all means, use a Business Plan template; assemble your team; provide the leadership and motivation and come up with a PLAN that is like you. UNIQUE*.

From the desk of Andre M.

At Andion Business Solutions, Shaping Visions into Reality

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