

If You Could Survive AND Thrive in Spite of Recession... What Would That be Worth to You?

by David Mattocks

As the owner of a business striving to stay afloat in the current dark financial climate, you may be tempted to keep the boat steady and proceed with caution. But wait...

The problem with an overly cautious approach to business these days is that you run the risk of retreating into your comfort zone, doing the same thing every day and hoping for a better result. Make no mistake, this will kill your business stone dead in the water and you will lose the recession battle.

Ambition is the key here, rather than an over-cautious view of the world. Ambitious business owners are surviving and thriving in these tough times.

How?

Because they take action... they continuously adapt to the challenges of the current economic climate... they innovate and explore new opportunities and new markets... they relentlessly optimise the effectiveness and the performance of every function and every activity in the business... they constantly monitor all areas of the business; those that are performing well; those that can do with improvement and those that need urgent and immediate attention.

Ambitious business owners will not only see off this recession with a shrug of the shoulder, but will also grow stronger and come out of it streets ahead. Overly cautious business owners, content with merely keeping their heads above water in a stagnant or slow business, will flounder and sink without a trace.

Business growth enjoyed in more prosperous times may be a dim and distant memory for you right now. But don't forget... if your business is not growing, you can be absolutely sure it's losing ground and falling behind. Today's marketplace is fierce. If there is no growth whatsoever, your business will wither and eventually die in the face of more ambitious competitors. This is a shameful waste.

Business owners from the very outset resolutely aim for strong growth and prosperity. And rightly so. Your business has the real potential to be your most valuable personal asset, bar none. No other investment vehicle comes anywhere close to the financial return your business can give you... as long as you are consistently growing the business, monitoring and maximising the performance of its value-drivers.

However, once a business reaches a certain size, growth – and resultant value – tend to plateau. The tailing-off of growth is not the problem, it's a symptom. The growth plateau is a symptom of the business value-drivers underperforming, or ceasing to contribute at all. The trick to kick-starting your business when growth has slowed, or come to a complete standstill, is to swiftly pin-point the underperforming value-drivers and get them working for

you again. The snag is, you probably don't know what to look for or where to look. This is understandable as you can be too close to the day-to-day running of your business to be in the best position to view it objectively.

But now there's help in the form of the **Business Value-Driver Assessment Tool™**

The result of 100's of hours in design, development and testing, this innovative and easy to use tool takes the 4 principle business value-drivers – Planning, Processes, People, Profit – and further splits them out into the 10 key value-drivers: Planning, Leadership, Profit, Marketing, Team Building, Continuous Improvement, Sales, Staff Morale, Cost Control, Customer Service.

It takes no more than 5 minutes to complete the on-screen 25-point assessment to immediately identify precisely where your attention needs to be directed to get your business going again. The status of the 10 key value drivers for your business are clearly identified as GREEN – Acceptable performance; YELLOW – Room for improvement; and RED – Needing urgent attention.

So if you've reached a plateau you can't seem to rise above or your market has become wary and slowed, then an independent, objective view of your business using the **Business Value-Driver Assessment Tool™** will take you one more step ahead of your competitors and place you firmly on the road to dominating your marketplace. As the old saying goes, "Even a journey of a thousand miles starts with just one step"... this could be it.

For further details of the breakthrough **Business Value-Driver Assessment Tool™** email enquiries@sunbeltsolent.co.uk