

*Beyond the  
Busyness  
Of  
Business.*

An E-book on Business by

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# *Preface*

This E-book on business is the culmination of a lot of research and practical information, when implemented it can make a solid difference to the way you do business.

As the author, I have been consulting and coaching business people for many years, I hope it shows in the depth of information you will find in the book. The street-smart approach, the creation of systematic approaches and the constant focus on what needs to be done to get results will give you what you need to build and maintain a successful business.

If you want to improve your bottom line, you will quickly learn not to focus on it, but instead on all the other things that make you business 'tick', in time the results will filter through to the bottom line.

I hope your reading this book will give you enough starting point insights to make your own business more of what it can be. And remember even the world's best in any field, sporting or otherwise have a coach or mentor of some kind. If you want better results, have a coach that can work with you. If on the other hand you just want things to stay the way they are, do nothing, and walk away from reading any further.

If you are starting out in business for the first time, there is just one piece of advice I would offer at this stage, get advice from people who are or have been in business, avoid listening to friends and family who want to tell you all about business when they have never done it themselves! Sure they mean well and want to protect you etc, however remember this, people are only as good as what they know. If you want to know how to fish, talk to a fisherman, not a carpenter.

*"Companies should be idea-led and consumer-informed."*

*-Doug Atkin*

# *What is it?*

Business is a fickle thing, for the uninitiated, it can appear simple and easy to make it work, for the entrepreneurial operator it is the melting pot of opportunity mixed with trepidation, fear and challenges. It can also be the killer of dreams, finances and spirit.

Business is all about having an enterprising outlook, of making products and services, which provide a profitable end for both the consumer and the business operator.

To make your business work effectively you must ensure you have done enough of the right things to get more of the right results. If you continue to do more of what you think are the right things and get poor results, then you should be hearing alarm bells ringing.

The plans you implement today are the foundations of getting your business to do more of what it should do, provide excellent service to consumers so they can reward your business for what it is worth.

Too often, there are businesses that aim to compete on price, and discount their prices to beat their competition, think about it, how long can this last for? After a while, one of the businesses realises they cannot continue to keep their prices low and fade out of existence.

The key here is to do your research to know what the competition is charging, how much they make and if you can do the same.

Most importantly, take time out to find out about the best way to structure your business entities so they afford you good protection against people who may want to sue you for example. And look to the future as to how the structure/s will have other benefits as well. A talk with a good accountant or solicitor can be invaluable here.

# *Why does it get busy?*

In the beginning people start out with a reason for getting into business, which often stems from "I can do that, I can be my own boss, I will make a fortune, I can build my own freedom". Probably the one challenge in all of this is the use of "I", you can only do so much, and you get busy. Soon after getting started in their new business, people often find they have to take on someone else to share the load.

The other person in the business is usually an employee, as the business owner is wanting to retain all the profits for themselves, (naturally enough they started the whole thing). They soon find the new employee starts to fade in their performance when the "honeymoon" period is over. This is often a straightforward thing as the business owner did not figure on how they would reward the person, how to train them in their systems and how to ensure they stay motivated, after all they got into business to set themselves up, not others.

Before long the whole thing goes back to getting busy, the employee may leave feeling disgruntled and have been searching for other work for a few weeks.

The busyness becomes annoying, however the business owner starts to get their systems right and hire a new person to take the load off. This works well and the employee has made it through the "honeymoon period with ease, and is happy, productive and motivated, in fact sales start to pick up and things get busy, however this time it may be a little different.

Your systems that seemed to work for you and now one employee are starting to show signs of wear and tear, the bookkeeping is getting to be more of a challenge as your turnover increases, sending out the end of the month invoices is starting to take longer... and the list goes on.

For some the extra pressure starts to take its toll, for some this means personal dramas in the form of divorce or separation.

For others it may be their personal partner does not see the 'vision' the way you do and so differences occur.

The stress builds, the work becomes more challenging and new things rear their head more often than you thought possible, marketing, management and more.

Some people give up and take the opportunity to go back to working for someone else at this stage, as they are tired of the hassle, the 'busyness of business' gets to them and want to just work 9-5.

This level of busyness is annoying, its part of discovering what your business is doing, and what you can personally handle. It is a great learning curve or the great noose around your neck if you take the wrong step.

In the next, few chapters you will discover some of the ways to overcome these challenges and get on with doing what you wanted to do in the first place, own a profitable and effective business.

*"The coefficient of friction associated with the grunge of business is amazing!"*

*-Michael Schrage Serious Play*

# *Why pearls attract attention*

Lets take a brief look at what makes an outstanding businessperson in fact this could read "What makes an outstanding person."

**P**rofessional  
**E**nthusiastic  
**A**chievement oriented  
**R**ecognise good work  
**L**ove what they do  
**S**uccessful

That's what Pearls are, now ask yourself which of these qualities do I have in a business context? And the staff I want to choose, what qualities will they have like this?

For some starting out the idea of being, a Pearl may be foreign to them... They figure they want to go into business to do certain things, and for one minute, they have not worked out that attitude and personality have a lot to do with business success. Think about it, any person you know in business who is doing really well will not have a slack attitude, as they will be a pearl.

Sure there are other qualities a person would look for in the 'right personality and 'attitude' but this gives us a starting point to work with.

And think about this, the Pearl will attract attention, with ease. They have the uncanny knack of being able to communicate with prospective customers easily, to get great deals on stock; they can probably negotiate themselves out of a hostage situation if you think about it!

The key here is either you naturally have these qualities or you need to modify what you have to get them, and yes, I am categorically saying you can learn these things, it may not happen overnight but it can happen.

*"The leaders of great groups love talent and know where to find it.  
They revel in the talent of others."*

*-Warren Bennis and Patricia Ward Biederman*

# *Results*

This is the pointy end of business, results. Without them there is no point in being in business, you want the cash flow, the sales, the productivity, the timeliness of service, and so forth... You want results.

To get results is one thing, but to make sure you are getting you need to measure them. Carefully measure them, at first you will be able to count them on your hand and commit these to memory, after a while this is of no value to you so find a better way.

To get the results you want you need to ensure you know what you want and balance this against what is achievable.

To say we want x sales by the end of the week is good, but for whom? The whole sales team, just certain ones? And why x? It can be very useful to let the team know, why something is happening.

At the end of the day, you should be able to be away and know that results will happen, because you have planned it to happen.

In reality there will be a number of things which will effect your results, staff motivation, attitude, customers wants and needs, and adequate supplies of the stock you have. Your plan should take all of this into account to ensure the results you are going to get at least match those you have set, if not exceeded them.

In many circles of business, I have heard countless stories of sales people who have been set targets by a supervisor and have consistently beaten the target each and every time... Explanation, they are set on auto pilot to achieve great things they love what they do and go for it with enthusiasm, (in short they are Pearls) they set their internal radar to success and beat the target hands down.

Another reason, they are motivated to get results, not pressured or driven to do so, the difference is huge!

To get great results, have a plan, but motivate the team to get them, try the following; Set the results goal up as a competition for the competitive players in the team. For the others find a different way, innovate.

# Questions

There are probably many forming in your head right now about staff, motivation, getting results, setting standards for service, planning etc.

Its one thing to have questions another to get the right answers. Be sure you know where to go or who to ask when this takes place.

It may be a government department, which specialises in business assistance, an accountant, business coach, web site or other business colleague.

Whatever the outcome, find more of the right people to answer the questions.

In time, I suggest you will have many more questions this is a great thing as there is nothing worse than a "know it all" after being in business for only a short time.

Example, I came across a supervisor of a large business who pointed out she enjoyed having employees and trainees who asked lots of questions, "It shows interest and intrigue, and after all I would prefer them to ask up front than try out different things and probably not find the best way to do things". Easy isn't it, you just need to know that a questioner probably genuinely wants to know, they probably do not want to fail at what they do and so have the sense to ask. How about you?

To take stock of this take the time to jot down current questions you may want answered at this point, some people keep a journal and put the questions in there to refer to.

# *What to do*

Simple, get a plan of action happening, I know you are probably thinking you have been in business for X years without a plan, why start now? Answer, To be able to effectively know where you are going and how you are going to get there. Create a business plan for all key areas of the business as well as looking at a strategic plan for the goals you set, then you have a starting point to take action from.

Worst-case scenario, your expertise is kept in your head, you step out from the kerb one day and WHAMMO! You are knocked clean off your feet by a truck and suffer brain damage; no one can get anything comprehensible out of you for many months. If you are lucky and have some smart staff, they may be able to handle the business for you, if not the business can soon vanish into thin air. Not a good prospect.

As well as a plan, develop a system of operation which ensures you are able to walk away (willingly this time) for any period of time and know things will happen in a certain way to a certain standard.

This can end up as an operations manual, and should have enough information in it to ensure it is useful for the team to use, it should also have the latest versions of the information for them to use. In some larger organisations, they put them on the Intranet for all their team to access as required.

Whichever way you go, have something that can be referred to when a new recruit comes on board, when a process needs to be developed etc.

The benefits of this are huge, imagine your partner wants to sell the business because of your previous accident, with a good system in place your partner will be able to show any prospective buyer the system and how it works with ease, instantly your saleability is at a very high level.

Let people know who you are, where you are at, and what you have to offer. In short, market what you do, if no one knows about you, then how can they utilise what you have to offer? Make it clear concise and compelling, people should walk in your door saying, "I want!"

# *What to do next*

Innovate, set up a plan of action that allows things to change... for the better, things should go from a current view of the situation to a better view of the situation we call this CVS – BVS, a very useful development device to have on your side. I suggest you do all you can to learn about how to innovate, read, go to seminars, training events, classes etc but above all else innovate.

Make waves! This is a good one. Many of us have been taught do not make waves, go with the flow, and stay with the status quo. This is garbage, to be at the cutting edge in any industry takes guts, determination and a willingness to tear something apart and put it back together again in a manner that hopefully makes it better at some stage. If along the way a number of useless mistakes are made, applaud them, celebrate them, for these are the hallmarks for getting top class results, by making plenty of mistakes but learning from them.

*"The boundaries for acceptable weirdness have dramatically expanded."  
-Michael Schrage*

Just because a person says a thing cannot be done, does not mean you have to avoid it, it may mean you learn something along the way which leads you to a greater discovery in another area.

Work the plan, this is easy, so many businesses I have worked with over the years have had a plan but not used it. Perhaps it was not set up to be user friendly.

Get the plan out, use it weekly, to refer to points you want to build on, to see if you are making targets etc.

Know where your customers are hearing about you and then work this medium, if for instance your clients hear about you from word of mouth, more than they do from adverts in directories or newspapers then develop a proactive plan to build referrals. If on the other hand they are hearing about you from the directories and not newspaper adverts then focus your energy there.

Avoid reinventing the wheel... Instead, I prefer to call it fine-tuning the wheel. Let's imagine a time-tested procedure for doing something in business has been used for many years and you are no different, you use the same old things over and over, but what if this thing is running in a way that makes it sound like it's

running harmoniously? Sometimes we only know a thing is not when we adjust the fine-tuning and notice the difference in the sound it makes.

The up shot here is be willing to try things out, if there is a better way, do it.

Delegate, if you have no staff to delegate to, then look to your Accountant, Bookkeeper, Coach, and Virtual Assistant. Remember the aim, to take the busyness out of the business. Also note many people have bad experiences of delegation, the person they delegated to did not do the job to the level they expected and so the bad experience. I distinctly recall being told by a wise business man the key to delegation was simple, “Make it clear, concise and compelling, once you have done this a few times the delegate will take on practically anything as they will clearly know what you want, when you want it by and why” Great advice! Hard to do if you are not used to it, this brings me to the next point.

Be great at communicating, with your clients, your staff.

If you think you need work in this area, get any information you can on how people communicate, how to read what they communicate and how to work with the information you find. Look at various speech development enterprises such as Toastmasters International or any other speech development course or group you can get involved with, [your ability to communicate](#) ideas, information and think on your feet will expand greatly. Many analysts of business leaders point to their communication excellence as being a major key to their success.

Get good staff and give them great training for better results. Make it easy for them to turn up to your training session, make it simple and give them the option to not be there, make it after hours and get them to give you ideas on what to discuss, what works and what doesn't. Make it fun and enjoyable, some organisations put on a light dinner like Pizzas so the staff can have a sense you care as well as expanding their skills.

If formal training is required in a specific area, make sure it is the best available, not just cheap. The aim is to give the staff new information and have them retain at least the important parts of the information.

Build in a wow factor to your business right from day one if you can. Your customers should say wow, your staff should do the same, and this will then lead to great experiences by both.

# *Measuring*

What to measure? All sorts of things, marketing, how effective is it, what marketing options work better than others? Sales what level are they at? Production, are things happening to the rate and quality they should be?

All of these areas and probably more, do it in such a way that ensures it is easy to do and is useful to you and your team. Avoid measuring things that only give you useless information, either it is of value to the organisation or not.

So how do you do this? How do you actually measure things to find out if they are working?

Marketing, One way is to ask each caller on the phone, each customer who walks in the door, how they heard about your business, then jot it down on a recording sheet for later reference. Know how people hear about your business, otherwise you can spend a lot of time trying to figure out what to do, when to do it and how often, and there is nothing worse than finding out you spent too much on something and did not get a return.

Another aspect of marketing to measure is the amount of return visits a customer makes to your business, if they keep coming back and you know it, you may be fortunate enough to have a customer who may soon become a raving fan about your business. This can be valuable to know, as the more raving fans you get the more referrals will walk in the door without even having a referral plan!

Production, depending on what you do will depend on how you measure it, it could be items produced over a set time frame and to a set quality. It could be the level of non-callbacks, if yours is a service-based business.

Take a leisurely hour or three and surf the Internet for business forms and ideas for tables you can create on your computer so things can be readily measured. There should be some great resources to do so.

*"The customer is a rear view mirror, not a guide to the future."  
-George Colony Forrester Research*

# *Building further*

Once your business is running without too much busyness from you, then you are in a much better position than before. Your team come to you and share their wins (performance reports) they delegate with ease (because you showed them how to by excellent example) they are motivated and want to be there, and if they have a 'sick day' you encourage their honesty to say it was a stressfree or 'doona' day away from work.

Let's face it, there is a saying that says, "Don't seat the small stuff (and its all small stuff)" so set your business up to provide you with income when you are not there, in a way that has the staff respecting your role, in other words become a business owner, not a business person. To get there you may have to jump through many hoops yourself and do the 'hard yards' as they say. But make it happen.

Then look at what you can do with the income to provide you with multiple sources of income through various investment options etc so you can enjoy life, knowing your income requirements are met.

Learn as much as you can about great businesses and great business leaders, take courses, attend seminars, read business books and magazines etc, whatever it takes to make you and your organisation to work more effectively and take the busyness out of your business.

*"Stomp out WOW-less-ness!"*

*-Tom Peters*

*"When you get to the end of your rope, tie a knot and hang on"*

*- Ben Franklin*

*"Ready. Fire! Aim."*

*-Ross Perot, Harry Quadracci, Wayne Calloway, et al.*

# *Success*

Wayne Berry an Australian sales trainer says success is “Working towards any worthwhile goal” this is one of the best explanations I have heard so far.

I hope in this E book you have found some tips, insights and strategies to give you and your business the edge in being able to set and work towards your goals.

## *Summary*

The main points covered in the book indicate many businesses can be doing more than they are at their current levels, by creating plans, setting goals and ensuring staff are motivated (not to mention yourself) and the people you want in your business should be "Pearls."

To bring this all together create a system which is useful to all and is worked on by all, then training them in how to use the system and develop it further so your business can begin to be all it can be and then some.

If you would like more information, on how else I can assist you to make your business all it can be, then some visit [www.stevegray.biz](http://www.stevegray.biz) and drop me a line.