

Does your **BUSINESS** feel like it has **STALLED, PLATEAUED, FLATLINED?**

TOP 10 REASONS WHY

The natural state for any business should be continual growth. If your business feels like it isn't growing any more, the real reason for that is probably listed below. Note they are in no particular order and more than one may apply to you.

1 You are not clear enough about what you are trying to build

If you don't have a very clear picture of what the end game of your business will be you are not going to be able to map out the steps to get there. -hint- 'more', 'bigger' and even 'better' are not specific enough. You couldn't build your dream house without architects' drawings, could you?

2 You aren't clear enough about the value you bring your client

Bentley isn't about transportation and your local pub isn't simply about beer. If you aren't clear enough on where you bring value you are likely to focus on the wrong stuff (for your client).

3 You spend your time on the wrong things

If you aren't clear about 1 & 2 above you won't be able to differentiate between what is urgent and what is important so the urgent will always win out, leaving you too busy to do what is important (like build your business).

4 You aren't focussed enough on the important numbers

If you don't know how many widgets you need to sell to break even and how many leads you need to generate to sell that number of widgets you are literally flying blind and unfocussed.

5 You aren't different enough

Unless and until you are beneficially different from the rest you will always be competing on price and it is almost impossible to win like that.

6 You work harder on your job than you do on yourself.

I have no doubt you work hard. All business owners do. But if you apply that work ethic to improving what you know and the business leadership skills you have that will enable the business to grow and you to be in even better control.

7 Your team aren't all on the same page and rowing in the same direction

If they don't all know how we win as a team, and are coached and drilled to that game plan, you are probably working against yourselves rather than pulling together.

8 You haven't got all the plates spinning together

Businesses are complex. Good businesses have synergy. Everything adds together to multiply the results. Poor businesses do the opposite. Get all the plates spinning together and the business will have a profitable life of its own.

9 You spend too much time working in the business and not enough time working on the business.

Perm any of the first five points above and this will likely be the result. You will be plateauing at best or spiralling downward at worst until you address this.

10 You don't have good enough systems to make the 'work' easy

Systemizing your business means that you can do more with less effort. The opposite is doing less with more effort. You do the maths!

This assessment is based on 15 years of coaching businesses just like yours and 25 years of finding the answers the hard way. **The good news is that I can show you the answers that work for you so you can start growing again.**

