



BusinessTune-Ups.com

"Making Great Changes Happen" - in Your Business,

Career and Personal Life • Call 571-331-6102

Growing Your Business, Career and Life!



Introduction: I am Larry Rudwick, founder of BusinessTune-Ups.com. What you are about to read has come from lessons I have learned over many years. Between running my own businesses and practicing business coaching/consulting, I have learned how many of us often struggle to “get ahead” in business (and life).

There are easier ways to succeed than the methods we often use, such as running “by the seat of our pants”, and/or trying to “reinvent the wheel”. Yes, there are much less risky and more productive ways to grow a business, and grow as a person.

The following steps very briefly describe what many of the most successful businesses have done, and continue to do, to grow and become more profitable. ***But remember: These same basic principles apply, whether it's your business, career OR personal life!*** I have a passion to teach this to those who are interested in learning! For much more about me see http://www.businesstune-ups.com/larry_rudwick.html ☺

Summary: There is an art and a science to growing a small, privately owned business successfully. The specific actions each business leader should take to increase their likelihood for success are never exactly the same. This is because each business leader has his/her unique strengths and challenges, the specific business has its own strengths and challenges, and the employees and/or other people involved do as well. *Therefore, one size does not fit all.*

Here are some GENERAL GUIDELINES & STEPS – a basic framework – that I use. This framework is quite useful and productive when applied in appropriate ways:

STEP 1 – Define Your Goals: Often, the business owner is so busy working IN the business (servicing clients, for example), that not enough time is spent working ON the business (such as improving procedures and training employees).

This usually also translates to things such as not having clearly written, well thought out short, medium and long-term goals. ***Did you know?*** Only approximately 3% of people have written goals, and yet about 1/3 of us WOULD write them IF we were encouraged. ***Did you ALSO know?*** Of the 3% who have written goals, they likely own the majority of the wealth in this world and are often more successful by other standards as well.

A business should be thought of as an entity unto itself. It is, or can become, the owner’s biggest asset, providing enough money, when sold, to retire comfortably someday. Or, the owner could decide to put someone else in charge at some point, to start another business, or go into semi-retirement, living off of the profits or money that’s already been saved.

No two owners have exactly the same goals. The key is that the owner sets goals that feel right. You may want to read more about this at: <http://www.businesstune-ups.com/Why-Is-Goal-Setting-Important.html>

STEP 2 – Initial Assessments: The typical small privately owned business owner is often a specialist. Perhaps the owner is technically savvy, or great at sales, and “good at what he does”. *Does this describe you perhaps?* Typically where there are great strengths, there are often significant weak areas, too. It’s important to clearly understand the strengths and shortcomings of the organization and of its people. Often a person that is highly technically skilled is not that skilled or interested in the “people” side of the equation, such as management, or sales and marketing. *Unfortunately, human inclinations are often to avoid doing things we’re weak at!*

One way to quickly jump-start positive change is described at:
<http://www.businessstune-ups.com/Executive-Assessment.html>

STEP 3 – Additional Assessments: The importance of doing accurate assessment cannot be overstressed. Diagnosing a business is not as simple as repairing a car often is: replacing a part, and seeing if it then works correctly. People are much more complex.

Understanding the various Leadership Qualities the owner and other managers possess (and don’t possess) is another important consideration. *Is the leader perceived to be too firm? Too friendly? Too arrogant? Too cautious? Too much of a micro-manager? Don’t like to delegate? Too easy going?* All too often, for many reasons, leaders don’t know how they come across to others, but this doesn’t need to stay this way.

The *personality type* of the business owner can easily be measured and is also a factor that can often predict how the organization is likely to function, including what its potential pitfalls are. Any personality type can successfully (or unsuccessfully) run a business. The good news is that various assessments can help provide accurate indicators what to look for and what to work on to more fully optimize the performance and efficiency of the business for each personality type. *Do you know your personality type?*

In addition to individual assessments, doing a SWOT analysis, which focuses on the Strengths, Weakness, Opportunities, and Threats, is another good tool.

It’s important to include employees and others that know you well in certain assessment processes, too, since without buy-in and assistance from others, significant positive changes will less likely happen. *Do you know what your organization’s “culture” presently is?* Knowing this can provide great opportunities to help guide it in desired directions. To learn more about various business assessments, see:
<http://www.businessstune-ups.com/business-assessments.html>

STEP 4 – Analyze Your Focus and Time Management: What people choose to focus on and how well time is spent, can mean the difference between success and failure. *Do you stay focused on the tasks at hand?* Since time is really our most precious asset, you could read more about this at:
<http://www.businessstune-ups.com/learning-time-management-skills.html>

STEP 5 – Making A Plan of Action: Some of the previously mentioned assessments may have lead people to realize certain simple changes are obvious, simple to do and, by this point, may have already been implemented. That’s great!

But now it’s really the time to consider the “big picture” - and write out a business plan, to get even more focused.

The good news is: Writing a business plan is not as daunting as it may sound! An appropriate business plan that fills your needs will keep you focused on what’s important over the weeks, months and years ahead.

STEP 6 – Making Changes Happen: Once we've completed the assessments and made a plan, it's time to really start implementing the plan. This is an important time to observe, monitor and be involved. There are many more opportunities to learn about the organization and its individuals as changes happen. *Would you believe that even people who've been running their business for 30 years usually learn a lot about their organization, staff and EVEN THEMSELVES that prove useful?*

It's often amazing how gaining just a little new knowledge can be so helpful and create better results than anticipated. Improving attitudes and mindsets can make all the difference, too! You may just get a lot from watching this short video: <http://www.businessstune-ups.com/making-great-changes-happen.html>

STEP 7 – Monitor & Measure Progress: After various changes take place, it's important to monitor and measure results. Make sure people know their responsibilities, are well trained, and held accountable. *Are your staff's compensations tied to results?*

STEP 8 – If things go off-track: Make sure that when things "go wrong", we learn why, and then make appropriate changes to reduce the chances these types of problems reoccur. *How often are YOU putting out fires?*

STEP 9 – Get Others Involved in Your Mission: *How well are you really using the people that are on your payroll? Who else would be willing, happy and qualified to help you meet and exceed your goals? How well (AND how much) do you actually delegate to others?*

STEP 10 – Repeat These Steps: And don't expect that going through these steps only once will be all that's necessary, if you really want to grow anywhere near your full potential. It's important to repeat all of these steps from time to time, starting with STEP 1. Do you think you might be ready to learn more?

NOTE: *Although many of these steps may seem relatively simple, each of them could easily take a whole book to explain in detail. There are many "traps" that people often fall in, especially when attempting to do them on their own for the first time.*

This is one of many reasons why it's important to consider getting assistance and guidance from someone very experienced helping others to accomplish these steps, especially the first time going through them.

If you're now thinking that you'd like to find out more about how to "make great changes happen", please feel free to call me at 571-331-6102, or contact me at:
<http://www.businessstune-ups.com/Contact-Me.html>

Finally, why don't sign up for my free monthly e-newsletter?!?! Learn more about it and sign up at:
<http://www.businessstune-ups.com/great-changes-ezine.html>

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