

SME owners are all alone

Lets face it, if you're the owner of a small/medium size business, you're at a huge disadvantage compared with your larger cousins.

Large businesses have a senior management team who can rely on each other to bounce ideas off and to brainstorm new strategies. They've got a brains trust and a support team on tap 5 days each week.

Public companies have a management team plus also a board of directors who meet regularly to discuss results and develop strategies. Easy.

But who does a small business owner have ? Who can you talk to ? Certainly not the staff. They don't care. Your accountant is probably only interested in talking to you once or twice each year. Most likely you don't want to take your problems home to a partner/spouse who just doesn't understand.

So where does that leave you ?

If you're like most business owners I've met, and I've met hundreds, nobody is helping with the most important of all tasks in your business.....

You spend most days fighting fires and resolving a range of urgent operational problems. And the bigger the business gets, the worse it gets.

So you don't get around to the most vital of things...

- Finding the hidden opportunities inside your business.
- Assessing whats holding your business back.
- Flushing out new directions and products within your target markets.
- Re-evaluating and refocusing your business direction constantly.
- Maximising your business saleable value by putting in place good systems and procedures, that gives a prospective buyer confidence to pay a higher price.
- Thinking through a workable succession plan.
- Committing to an Action Plan every week that will keep you accountable to continuous improvement.
- Enjoying the most basic benefit of all, having a senior team around you to bounce ideas off, spread the load, and let off steam with.

Is it any wonder that small business owners struggle to get the results they crave ?

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