

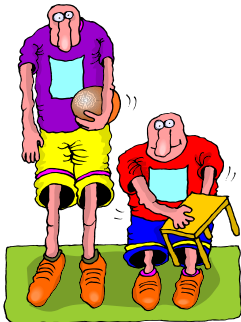
## Are You Playing to Win in Your Business?

### Dear Small Business Owner:

Are you feeling trapped as the owner of your company? Do you feel like things never get better and you just haven't been able to move your company ahead? Have you not had a vacation in years? Do you feel like you're playing a game you're not winning?

#### Why aren't you winning now?

*Several reasons are possible*



There are numerous reasons why you may not be winning in your business today.

Cultural factors that we've learned from our surroundings can play a big role in keeping businesses stuck in situations that aren't improving. See if you identify with any of these societal pressures that keep us from moving forward--

1. We've been taught to be independent and to figure things out for ourselves so we're slow to look for help.
2. The bookshelves are flooded with self-help books and it seems like we should be able to read a book and fix our own business.
3. In our hyper-connected society (cell phone, blackberries, email, etc) it seems like we have plenty of input into our lives. Ironically, this can lead to more of a feeling of isolation.
4. We live with information overload. There are so many places to get data and information and assistance, we don't know where to start.
5. We believe we're charting new waters with our business and no one has had our exact problem before so wouldn't understand.
6. We really may have set the business up to do something that is impossible to accomplish the way it's organized.

## Are You Playing to Win in Your Business?

### Play the right game

*so you can win*



If you see yourself in any of these situations, don't despair. There are many things you can do.

First, realize that there is NOT something wrong with you. You have simply got your business trapped in a game that isn't winnable right now. Are the basketball teams that are being eliminated in "March Madness" truly bad teams? No. They just didn't win that one game they played.

Don't be judgmental of yourself, just make observations. Find little steps you can do to break free from the same patterns. Perhaps you need to redefine the game that you're playing. Maybe you need to work on a smaller area to improve. Perhaps you need to re-focus on your skills that are the strongest. Maybe you need to retool an employee to take some of your responsibilities.

### Make a change NOW

*so you are a winner*



You must have a desire to win at whatever game you're playing or you wouldn't be reading this far. Use that desire to get past where you are. Don't be afraid to reach out for help. There are people who really have had your particular issues before.

What would it mean to you to be able to win the business game you're playing? Is that dream important enough to you to start doing something different right now? In a month that's known for its "madness", break the pattern and step out to do something different NOW.

If you're ready to find out what other successful companies are doing to win their games, give us a call.

Lynda Hess, Business Coach  
Alpha Business Coaching

email: [lhess@alphabizcoaching.com](mailto:lhess@alphabizcoaching.com)

phone: 703-738-4634

web: <http://www.alphabizcoaching.com>