

You Can't do it All!

Dear Small Business Owner:

As a small business owner, we wear many hats when running our companies. While being stretched many ways is sometimes a necessity, it's often not the best way to be the most successful. In this newsletter, I'll talk about being more intentional in deciding which owner roles will most help the company.

The obvious, strategic question to ask is – "Am I as the owner doing the things that will benefit my company the most?" Easy to ask, hard to know, many would respond.

Here is an exercise I recently worked on with my clients to help them narrow their answers. I asked them to name the 3 main drivers of success in their business. To some this was an easy question; to others, it took some thought to come up with specific answers. If you're not sure, ask your employees what they think.

In most cases, the answers I got were combinations of:

- delivery of our product within the budget of original bid,
- having the best employees in the right roles,
- using innovation to stay ahead of the competition,
- keeping customers satisfied with the company's work,
- use of a sales and marketing engine that runs all the time.

You may want to just say all of these things are important. But that's not an answer that will help you focus your time. Stick to 3!

After selecting the top 3 that are vital to your company's success, now comes the harder part – aligning your selected 3 areas to what you as the owner focus on daily. How can you do that? Here are some ways:

1. Focus on raising the bar in your 3 areas. Set measurable goals for improvement in each area. For example, if you want to improve customer satisfaction, then you should set a goal of increasing your post-job customer survey score by a certain percentage.
2. The owner must excel at the tasks he/she chooses to retain. Whether this is sales, estimating, production planning, etc, make sure you have superior skills and tools in these areas. Don't just say you do. Take assessment tests to validate what you think. Get training. Buy applicable software.



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3. Delegate things not related to these 3 areas. This is a must. Saying there is no one qualified to delegate to is a self-imposed limitation owners must get over if they are serious about growing their company.
4. Make sure the people who assist in your critical areas are "top of their field." You must be confident that when you the owner are not around, your personnel will exhibit the skills and attitudes that represent the company priorities that are critical to success.
5. Take frequent status on performance of these areas. This may mean you have weekly meetings that just focus on say, marketing. But, if you deem marketing as a critical area for success, even weekly status may not be enough to drive the priority.



Owners must prioritize their time spent in the business on their chosen critical areas. Once you know these areas, you must begin to shift from doing the immediate to doing the important!

If you're looking for help in finding your 3 main drivers and making sure you focus your time on them, give Alpha Business Coaching a call.

Sincerely,

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