



BETTER BUSINESS

Taking back control

With 2009 now under way (after the scary roller-coaster ride of 2008), the question for most brokers is how to take back control and make sure they get the results they want and deserve in the coming 12 months, says business coach **Greg Chapman**

As a broker, it is important to recognise you own a business, rather than thinking you own a job with overheads. The biggest difference between a business owner and someone with a job is that an owner doesn't have a boss to keep pushing them. Without someone else defining the direction, it is very easy to lose the way, get distracted and finish the year with nothing to show for it.

When the going gets tough, most business owners just keep slogging away in the direction they started, using long hours, lots of money spent on advertising and sheer persistence to keep their business afloat. Then after a number of years they find what they have is not what they want.

Aligning vision and objectives

The smart broker creates a vision for their business. This will be in alignment with their own personal objectives. It could be to retire in 10 years with \$300,000 dollars saved, or only work three days a week and take three months off travelling each year.

However, to achieve these personal goals, the business must produce the income

required and to operate in a way that allows the lifestyle desired.

This vision for the business must then become more specific and describe what the business does, who it does it for and how it does it. The business must be built upon the

Only once this vision for the business has been created, can goals and plans be developed

strengths of the owner/s and the opportunities they see. At this stage, the vision may still be cloudy but you must start somewhere. Only once this vision for the business has been created, can goals and plans be developed.

Creating such a vision can be difficult for many people but there is a simple free tool that brokers can use. My 'Mission Statements Made Easy Tool' in the Resources area of my website takes you through a step-by-step process to create your own vision, and then enables you to produce a certificate that you

print and place where you can see it every day, so that you have a constant reminder of why you started your business and where you are going with it.

Reaffirm the vision

With a vision clearly defined, when the going gets tough the owner can step back, and reaffirm their vision, and check they are on the right track or see if there is a better path to take. A clear vision helps you find the opportunities you are looking for and steers you away from those that will distract you or divert you from achieving your goals.

Spend the time to create a vision for 2009 to give you a compass for the business. When you have created this vision, you will know how the year will end. As long as you follow your vision and don't quit, I guarantee you will achieve it! •

Dr Greg Chapman is the author of 'The Five Pillars of Guaranteed Business Success. On his website, www.FivePillarsBusinessSuccess.com, you can see an interview on 'Why Businesses Stay Small, and What You Can Do about Yours'