



“How does a small business become successful?”

Thousands of small businesses startup or change hands every year. New business owners quickly learn what it takes to survive and become successful enterprises, in turn creating the work/life balance we all crave.

It all starts with culture - culture is about attracting and hiring the people who would be most successful in that specific role. And it's about driving the behavior that makes the company successful. Many businesses integrate customer service into their business culture through training and the design of relevant business processes.

As the owner of a business, you must have a positive attitude and accept 100 percent of the responsibility for the results and performance. When you accept responsibility, you can act to make the necessary changes to accomplish the desired results. Without exception, the most successful business owners understand that it's all about people: hiring and retaining the right people, eliminating ineffective people and providing the necessary resources for employees to master their tasks.

Another credited attribute of success is the streamlining of business processes. Unfortunately, this is probably the least understood task. Business processes are how things are done within a business. Every business has some processes; some are clearly defined, others are implicit. The intention is to increase productivity and reduce costs while generating the same (or better) outcomes. Successful businesses understand the need to continuously improve their business processes: to become more efficient and productive, and to respond to market changes faster while providing better service to customers.

The rewards of business ownership really can be life changing, with discipline, executing the strategies and staying on course you will minimise risk and enjoy the vast rewards, especially when it comes time to sell.