

Analyse your way forward

MBOMBELA - In facing the challenge to take control of the year by creating a mission for every week to enhance and grow your business, you probably sailed through January with exciting missions. Linda Grimbeek, COO of the KLCBT, said that since February is upon us, it may get more difficult to stick to a mission a week, since you might be running out of ideas.

"Take this opportunity to do an easy technical analysis and let it guide you further," she advised.

"The simplest one is a SWOT analysis. Call your team together to make lists identifying the strengths, weaknesses, opportunities and threats.

"Strengths should list every advantage you have. Weaknesses are the internal issues that are hampering your service delivery or preventing growth."

According to Grimbeek, you may be surprised how creating small, bite-sized missions changes the confidence levels of management and staff. "Rome was not built in one day, but every step forward matters!

"The most difficult one of the four is opportunities. Your opportunity could be someone else's weakness, or simply ask

your customers what else you can offer to enhance their positive experience in dealing with you. This could be a mission in itself. It gives valuable feedback and gives clients the impression that you care.

"Lastly, take care of the threat list. Now, what can be done to mitigate these risks? Every business will likely have load-shedding, rising electricity costs, and some may list municipalities' electricity cut-offs by Eskom, crime, changing spending patterns, drought, poor municipal services, protests... Most of them, if not all, you will not be able to solve or change.

"The idea is mitigation, not elimination, of the problem. It is like taking out insurance. It will not stop theft or hail, but will cover your losses." Grimbeek concluded. "Remember these prevailing threats are some other entrepreneur's opportunities. There is a solution available to mitigate most threats. Get this in place as soon as possible, so you can free up your time to grow your business and create more and more opportunities."

One simple analysis will give you a lot to do in the following weeks and will improve your business and team by countless miles.

