

So you want to run a business?

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So you want to run a business?

8 out of 10 businesses will fail within 2 years

- **Cash**
- **Planning**
- **Business Continuity**
- **Proposition**
- **Customer**

Plan Plan Plan

What if...

Initial forecasts seldom come true...be conservative

Be a Bank, ask yourself “*would I lend money to me?*”

Plan for losses too!

So you want to run a business?

Plan Plan Plan

Being Good at What You do Isn't Enough

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Be extraordinary

Be different – what's your USP?

Check out the competition

Be a Customer, ask yourself “*would I buy from me?*”

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Being Good at What You do Isn't Enough

Get the Right People on your Bus

Get the Right People on your Bus

Surround yourself by good people

Learn to let do – train > trust > delegate

Remember the proverb *“give a man fish & you feed him for a day, but teach a man to fish and you feed him for a lifetime”.*

Invest in your people

It's a Business not Your Baby

Be a n Employee, ask yourself “would I work from me?”



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Human Resources

- ▶ Contracts & Documentation
- ▶ Updates, Advice
- ▶ Training
- ▶ Settlement Agreements



eLearning

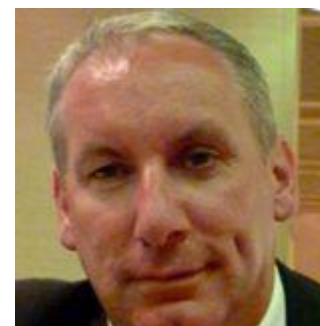
- Certificated & Approved Courses
- Health & Safety
- Human Resources
- Management Skills



Health & Safety

- ✓ Risk Assessments
- ✓ Training
- ✓ Policies
- ✓ Advice





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Know your Customers

Know your Customers

What do they really want?

Will they buy from me a second time?

Remember the buying process

Know > Like > Trust > Try > Buy > Refer

Don't rely on just a few customers – spread the risk

Keep them sticky

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Cash is King

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Cashflow is better

Could you survive a loss? – Then plan

You're a business not a bank!

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Cash is King

JFDI

JFDI

Make decisions

Be commercial

Risk assess not risk averse

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The End Game

The End Game

Exit Strategies

Why am I doing this?

Make yourself dispensable!

Reliance on you = lower business value

Do your Due Dilligence from day one

Do you still want to run a business?

“The secret of getting ahead is getting started”

Mark Twain

**“I have not failed I have found a thousand ways that
won't work”**

Thomas Edison

Do you still want to run a business?

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