

Work ON your business not IN your business

(Note: When I refer to "your business" this could equally apply to "your job", "your career" or "your life" the message is exactly the same)

The one to one coaching clients that I work with will immediately recognise this statement. It is something that I feel passionate about!

The idea is simple: when you are working you are either working in your business (for example, chairing meetings, selling, raising money, etc) pretty much as any other employee; or you are working on your business. This is the remit of the Director or owner of a business and this work is about defining what the business' goals are, how the business needs to change over the next year, what you want out of the business and so on.

Can you see the difference?

The first role is the job of all the employees all the time. The second role is for the select few people whose responsibility it is to take the business forward.

My question to you is "where do you spend your time?" Do you work in your business or on it?

Pause and think back over the last two weeks and just total up the time that you have spent working in your business compared to on your business. For most business owners and Managing Directors the response I receive is often along the lines of "well the last few weeks have been particularly busy ..." as if being busy is a good reason not to plan for the future growth of your business!

The point that I am making is that working on your business is always important but rarely urgent. This is why it is so often neglected. And when it does become urgent it is often too late.

The reason that many people fail to work on their business is that they don't know how and don't have someone to work on their business with - it is so much easier to do this with someone else. The ideal person to work on your business with is your business coach. Your coach is trained to keep their own opinions and feelings out of the conversation and will also have the ability to structure your time so that you get to the results you want.

Your coach will also remind you of the goals that you have set and help you to focus your time and energy to achieve them. In this way, your business will become exactly what you want it to be.

Coaching Questions

As a coaching organisation, it is our role to ask more questions than we answer. So, in order to help your thought process along here are four coaching questions to consider:

- 1) Do you have a clear idea of the goals and aims of your business?
 - a. Who can help you to clarify these?
 - b. How will your business be different if you were achieving these goals and aims?
 - c. What is stopping you?
- 2) How would your business benefit if you were to spend more time working on it?

- 3) Who else would gain from you working more on your business?
 - a. How would they benefit?
 - b. What impact could this have on you?
- 4) Who are you going to ask to help you in working on your business?

Please do email me (simon@apexcoaching.co.uk) your answers to these questions and I will spend an hour with you (for free) talking about your business and where you want to take it.

About Apex Coaching Ltd

Apex Coaching helps people and companies find and release their latent potential for the benefit of themselves, their company and the wider community. They do this by using a mix of Business and Personal coaching techniques combined with hands-on experience of running businesses.

The core areas that Apex Coaching focuses are:

Leadership. Every division of every department of every company needs leaders. Leaders are people that take responsibility for making a difference. They are highly valued by companies for the contribution they make and quickly progress through the company ranks. Apex Coaching's approach is to help you grow your own leaders and leadership skills.

Empowering people to become leaders is the quickest and most effective way to grow the person and grow the person's contribution to the company. Whether you run a company, own your own business, or work for someone else, developing your leadership skills will make a huge difference to your life. Apex Coaching will help you become a leader.

Business growth. It is the natural role of businesses to grow. If a business is not growing (or not growing fast enough), there is something wrong. Apex Coaching will bring sales, marketing and management coaching to bear to help you get back onto your growth track and begin to aim for exponential growth – you can do it with the right help!

Sales growth. The only consistent differentiator between companies today is their ability to sell. Production, product development, distribution, etc can all offer transitory advantage to a company, but competitors quickly catch up. The only way to consistently outperform is to excel in sales. With a strong background in sales and sales management, Apex Coaching is ideally placed to help you to gain this competitive advantage – for good.

For more information please:

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