



# 5 MISTAKES NOT TO MAKE IN YOUR BUSINESS!



**E-book!**

Learn about these  
mistakes so you don't  
waste time making  
them!

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# 1

## Step 1: **NOT MAKING A STRATEGIC PLAN**

**A strategic plan is a great tool to help you hit your business goals. But sometimes, this tool needs to be updated to reflect new business priorities or changing market conditions.**

One of the biggest mistakes some Business Owners make is not to document their Strategic Plan!

This is your guide to achieving the desired results for your business and so it is important that you have a Strategic Plan!



# **Step 1: NOT MAKING A STRATEGIC PLAN**

**Here are a few steps in making a Strategic Plan:**

- 1. Set a Date** for you to complete Your Visioning and Planning for your business
- 2. Gather Your team and book a Facilitator to help guide you** (or you and your team) in getting out your short term and longterm plans
- 3. Ensure that for each big plan or large initiative, you identify what are the smaller activities to achieve it**
- 4. Ensure each activity and initiative has a deadline** so you know the date to which you are working towards
- 5. Set a Quarterly review date** to check on your Strategies and to see if you are on track to achieving them!

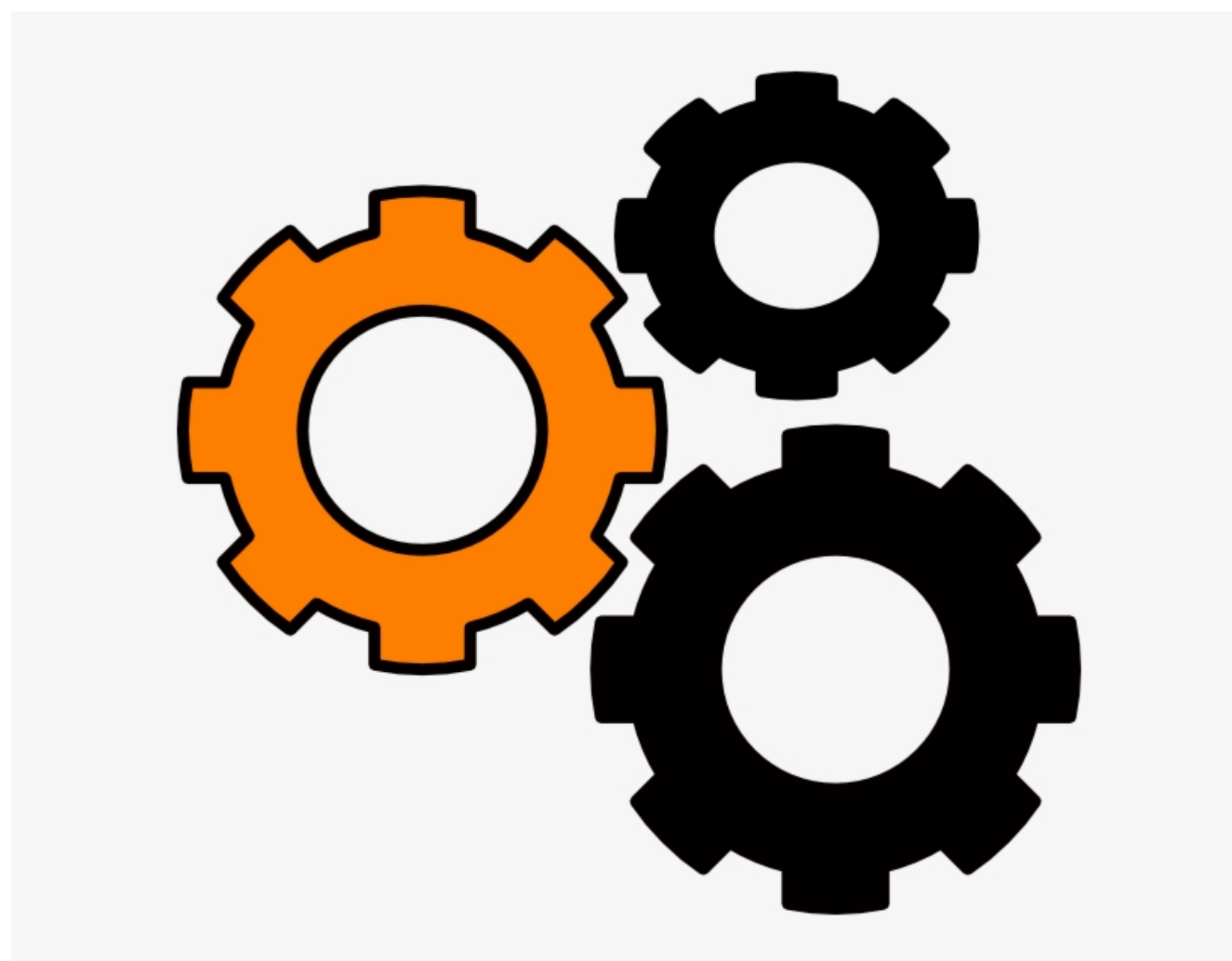
# 2

## **Step 2: NOT HAVING STANDARD OPERATING PROCEDURES (SOPs) & PROCESSES**

**Standard Operating Procedures (SOPs) provide the policies, processes and standards needed for your business to succeed.**

They can benefit a business by reducing errors, increasing efficiencies and profitability, creating a safe work environment and producing guidelines for how to resolve issues and overcome obstacles.

*I like to call your Processes and Procedures your first set of "team members" that you "hire," to ensure the business is operational, and each activity is defined by a set of "steps" to take from beginning to end.*



## **Step 2: NOT HAVING STANDARD OPERATING PROCEDURES (SOPs) & PROCESSES**

### **ARE YOU THINKING OF SCALING YOUR BUSINESS?**

In the Business world, many Businesses wish to "SCALE" their operations so that they can serve more clients and generate more revenues more effortlessly and more efficiently.

However, for SCALING to be successful, Businesses need to ensure their "*House is in Order*" and they have Standard Operating Procedures and Processes in place.



Need help with Setting up Your Business Processes?  
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## **Step 3: NOT HAVING A PLAN TO MANAGE RISKS IN THE BUSINESS**

**Risk management is the process of finding, assessing, and controlling threats to your company's financial security.**

Now Risk may sound like a big fancy plan, but can take many forms as follows:

- 1. Risk to a particular Strategic Activity making it highly possible of not occurring.** In those cases, a Contingency Plan is crucial when completing your Strategic Planning or Review. This is the time when you consider the WHAT IFs?

Insurance will be needed to cover these risks:

1. IT Risks
2. Property Risks
3. Safety Risks



Another Important Risk in Your Business is:

1. Legal Risks - ensure you hire the right skillset to help you with managing this area

***All Risks can impact the budget and financial viability of the business, and so ensuring that a proper Risk Management Plan is in place is important to the success of your business.***

# 4

## Step 4: NOT HAVING A COMMUNICATION PLAN



What is your Key Message in Your Business?

How do you communicate your Brand?

What do you communicate to your LEADS vs. YOUR EXISTING CLIENTS? & WHEN do you Communicate the different messages?

How do you communicate with everyone on your TEAM?

Need help with Setting up Your Client Communication Plan?  
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## **Step 4: NOT HAVING A COMMUNICATION PLAN CONT'D**

### **Here is the Real Deal:**

Putting a communication strategy into place allows employees to refer to a standardized plan to interact with you the Business Owner, colleagues and clients.

A communication strategy ensures that everyone involved has adequate information to communicate about it, maintaining consistency in the business and preventing any ambiguity.

### **Here are 5 Steps to Help you design a Communication Plan:**

- Step 1: Identify the goals. Communication for the sake of communication will achieve little.
- Step 2: Know the audience. ...
- Step 3: Create a strategy. ...
- Step 4: Confirm the understanding. ...
- Step 5: Review, reassess and refine.



# 5

## Step 5: **NOT COLLABORATING**

In today's Business World, COLLABORATION is a critical ingredient in your Business.

**COLLABORATION can open new doors for your business, widens your audience reach, puts you in the right strategic direction, builds partnerships or simply just increase your knowledge base.**

Whichever is the impact of your COLLABORATION, be sure to know that this is beneficial and highly recommended!

Additionally, Collaboration within the business amongst Co-workers helps to increase partnerships, identifies and maximize strengths, efficiency and brings forth solutions to problems faster!



# 5 MISTAKES NOT TO MAKE IN YOUR BUSINESS!

## Our Services

- ✓ Strategic Planning
- ✓ Organize Your Business
- ✓ Life By Design Coaching Programme
- ✓ Corporate Training

## E-book!

Learn about these mistakes so you don't waste time making them!

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