

Our Handbook for Business, the Bible

Doing the wrong work

I see too many business owners doing too much of the wrong work because they don't understand what the right work actually is.

Ideally, owners should **invest** most of their time doing STRATEGIC work, leading a team in pursuit of their vision for a better future.

Instead, they **spend** too much time doing TACTICAL work, bogged in survival mode dealing with day-to-day issues.

Think of it this way...

...STRATEGIC work is doing the RIGHT THINGS & is the primary role of the owner as leader

...TACTICAL work is doing things the RIGHT WAY & is the secondary role of staff as followers

My counsel for business owners:

Review your operation from a strategic perspective, like these three blokes did...

John was a financial planner selling many different products but the long hours was impacting his health. A strategic review led him to focus on selling life insurance to business owners...

The result: Less stress but more freedom and profit

Dave was a landscaper doing domestic & commercial jobs but cashflow was always tight. A strategic review led him to target only premium domestic jobs...

The result: Less jobs but more freedom and profit

Steve was a profitable tradie but he and his family were suffering from the long hours. A strategic review led him to actually close the business and take a job in a related industry...

The result: Less worry but more freedom and family time.

THE BIBLE, our HANDBOOK, counsel for today: Proverbs 21:5 (NLT) ...

"Good planning and hard work lead to prosperity, but hasty shortcuts lead to poverty"

Consider...

- * *"Good planning"* as your strategic work, beginning with your vision
- * *"Hard work"* as your team's tactical work
- * *"Shortcuts"* as you spending too much time working in the tactical areas of the operation.

AND "Poverty" is the risk you face if you persist in doing the wrong work!