

Our Handbook for Business, the Bible

Ignoring distractions

It may surprise you to know that **on average**, 100% of business net profit is generated by the top 20% of customers...and at best, it's breakeven on the other 80% of customers.

This can result when owners try to be everything-to-everyone, a strategy that is distracting and spreads resources (especially labour) too thin. It also ignores an opportunity to offer the top 20% customer group more value than the other ('bottom') 80%...and to attract more 20%-ers!

My counsel for you, as a business owner:

One strategic way to avoid distractions is to develop a clear mission statement, that describes the WHO, the WHAT and the HOW for the team as they pursue your vision.

Planning your mission can begin by answering 3 questions...

- 1: WHO is your ideal or preferred customer...think here of the top 20% group
- 2: WHAT specific pain, problem or frustration do they face that you are brilliant at solving?
- 3: HOW will you ensure customers get a 5-star experience as your solution is delivered at every stage of their journey...from first contact to money-in-the-bank, and beyond?

There are two main beneficiaries of a clearly defined mission statement...

First, your staff because they will know exactly WHO you choose to serve; WHAT problem they are solving; and HOW to engage with these customers; that means less outside distractions!

Second, your customers because they feel your team is focused on solving their specific problem.

Compare these two missions statements...

COMPANY A: *"The air conditioning specialists"*

COMPANY B: *"We manufacture and install evaporative air conditioners for the domestic market, selling direct to the public so families can stay cool in summer"*

As a potential buyer, company B would surely get your attention with a more clearly defined mission statement causing less distractions for their team, prospects and customers.

The Bible, our Handbook counsel, Proverbs 4:26, Message Version...

"...Keep your eyes straight ahead; ignore all sideshow distractions. Watch your step, and the road will stretch out smooth before you. Look neither right nor left..."

Other Scriptures (NKJV):

Proverbs 4:25, *"Let your eyes look straight ahead, and your eyelids look right before you"*

Proverbs 4:26, *"Ponder the path of your feet, and let all your ways be established"*

Proverbs 18:13, *"He who answers a matter before he hears it, it is folly and shame to him"*

Proverbs 16:3, *"Commit your works to the LORD, and your thoughts will be established"*

Proverbs 16:9, *"A man's heart plans his way, but the LORD directs his steps"*

Psalms 37:23, *"The steps of a good man are ordered by the LORD, and He delights in his way"*