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Expect defeat without a plan!

This week saw the culmination of the month's theme of Exceeding Customers' Expectations with the M500 event.

Again we thank our guest speaker John Handley, recently retired Principal of East Doncaster Secondary College, and our Champion in Business interviewee Laurie Reeves of Controlworks.

Both shared their passion which has ensured they have not lost sight of their vision, battling through the 'grit and grind' of running a business to be successful in the execution of their plan.



Click on the video to watch the highlights.

The next M500 event is on **Wednesday 25 May** - make sure you mark the date in your diary and watch out for the invitation coming your way next week.

Let's get battle ready together



On 25 April every year, Australians commemorate ANZAC Day. It commemorates the landing of Australian and New Zealand troops at Gallipoli on 25 April 1915.

The spirit of ANZAC recognises the qualities of courage, mateship and sacrifice which were demonstrated at the Gallipoli landing.

The ANZACs landed on the Gallipoli Peninsula at dawn on the 25th April and met fierce resistance. Instead of finding the flat beach they expected, they found they had been landed at an incorrect position and faced steep cliffs and constant barrages of enemy fire and shelling. Around 20,000 soldiers landed on the beach over the next two days. They faced a well organised, well-armed, large Turkish force determined to defend their country.

Even though the terrain was not as expected, one thing I am sure of is that even in 1915 the

ANZACs were sent to Gallipoli with a plan.

Of course, it must be noted that we are not comparing launching a business to sending a nation to war. But it frames this question: "why do some business owners continue to operate their businesses with no plan or sense of direction?"

Would you go into battle without a plan or desired outcome? I know I wouldn't.

Business plans are like battle plans; they last as long as the first ambush and then you have to be able to think on your feet. The plan is not as important as the planning. The process is more important than the final result.

As small business owners, we can be adaptable to changing markets. We are fortunate that we can steer our troops on a different path swiftly and quickly – but As small business owners we need to ensure that we are keeping to the path we planned to take.

Steering our troops this way and that, will not provide us with the desired outcome, we will not win the battle. Make a plan; ensure you get team buy-in by involving and including them in the planning process and then go to work.

That's right – when you set off into battle, you don't expect to win the war on day one. When that first round of bullets hit, you can't put up the white flag and surrender.

You have to have a plan and you need to be adaptable. Are you ready?

Enjoy time with your loved ones this weekend.

Lest we forget.

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