



BUSINESS
BENCHMARK
GROUP

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where every small business owner can achieve big business success

June 2, 2016

Imagine today's date is 2 July 2017!

TOMORROW
YOU WILL WISH
YOU HAD
STARTED TODAY.



That's about 220 working days away.

What would you like to have achieved by this date?

One year from now WILL you be wishing you started today?

Happy New Year fellow Small Business Owners!

Can you improve by 220% in one year?

That may sound like a lot, but I'm going to answer this question for you: you can – by improving just 1% every day! That's right, there are about 220 working days a year, so if you commit yourself to getting just 1% better every single day that you are at work, you'll be 220% better at your job in 12 months than you are now. How does that sound?

I call this approach Target 220. It requires a deep desire to get better every day. You don't have to get 50% better by next week or 78% better by the end of the month. That's just not going to happen. But 1% better tomorrow? And then again the day after that? And again, and again? That is something you can achieve.

It's about aiming to be your Personal Best. If you don't have something driving you to be your Personal Best then chances are each day, each week and each month you are going to spend more time in mediocrity. But if you are clear about your opportunities, your strategic planning, and your use of time and money you can make the decision that you can be your Personal Best. You will be able to make 1% improvements each day. You can revolutionise and transform your business and yourself if you have the attitude of doing whatever it takes.

If you think that 1% isn't much, ask a scientist how important 0.0001% is. Ask a pilot how important one kilometre an hour is. Ask an Olympic athlete what 0.001 of a second means. Tiny increments are the difference between success and failure. If you want to be at the top of your industry at some point, ongoing 1% improvements will get you there.

If your aim is just to beat the other guy or to reach a certain level of profit, where do you go once you've done that? What is left to drive you and your business? The best coaches in sport will tell you they don't focus on winning games; they focus on the process. If they concentrate on getting better and doing the little things during games the wins will come. That's the attitude you need. If you just care about the win you've put a ceiling on your growth, but there are no limits when you are constantly aiming to be the best you can be.

Are you just flirting with success or are you going to chase it with all you've got? Somebody is going to win this race. Is it going to be you?



Why not make a start today with your Target 200 approach and register for the July M500 event today?

The theme for this month is Diversification. We will be looking at why you must explore new markets to help your business reputation multiply, when you should be looking to diversify and what you need to consider.

To find out more and to book your seat [click here](#)

Have a great weekend, remember to cast your vote in today's Federal Election and make a promise to yourself that this new financial year is going to be your best yet.

Power to you!

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