



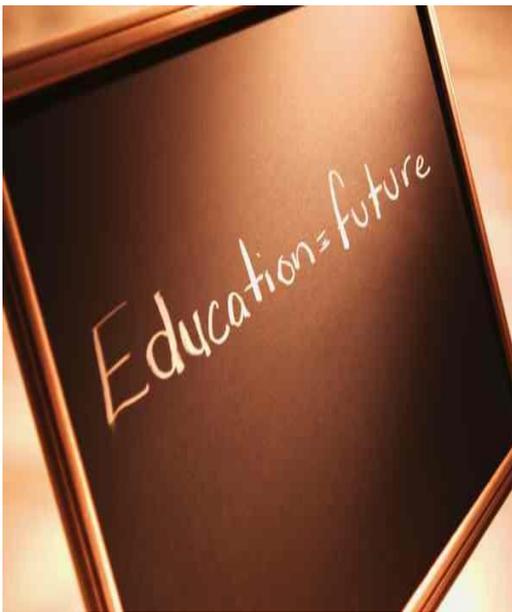
BUSINESS
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GROUP

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where every small business owner can achieve big business success

May 21, 2016

Education and Growth



We know that growth mode is about planning but my question to you this week is ... Melissa are you at your full potential?

Motivation by itself is not enough to ensure the prosperity of your business or enable you to build high performance teams; people need to be educated.

You and your staff need to learn the fundamentals of running a business. You need to move from just being a plumber to being somebody who is running a plumbing business, from an accountant to somebody who is running an accounting practice, from an editor to somebody who is running a publishing business. Your expertise in your field is most likely what got you started, and that's great, but you must move above and beyond this to achieve long-term success, growth and be the leader of a high performing team.

The reason many people (whether that be a leader or a team member) are happy to stay in mediocrity is they don't know what they don't know. They think they've reached their full potential already because they don't know what else is out there. They don't know that abundant opportunities are just around the corner. But the real problem comes when people learn what they could and should be doing and still do nothing about it. This is known as *conscious incompetence*: 'I now know what I don't know'. If you choose to do nothing at this point, then this is where you will start to falter. This is where you miss the opportunity to grow.

The more educated you are, the more motivated you will be to get great results and the more you will have the capacity to do that. If you have become more skilled and more knowledgeable you will be able to see the path ahead, and this provides its own motivation. This becomes a cycle of positive reinforcement that leads to even better results.

When you hit a glass ceiling this indicates a need for more education. When you reach a point of frustration and you truly want to grow but you don't know how, it's time for more learning. And whatever stage you are at, there is *always* more to learn. You will never 'make it'. The moment you think you have 'made it' is the moment you, your business and your team start going backwards. I have more to learn. We all do.



M500 May - Wednesday 25 May

High Performance Teams - they're one of your business' most important assets!

We have a couple of seats left - [Register today](#) - it's going to be a fantastic morning, make sure you don't miss out.

Power to you this week!

Stefan Kazakis

PS - Tune in on Tuesday night (24 May) to **ABC Radio Nightlight** with Tony Delroy when we will be discussing the events of the Federal Budget on Small Business - tune in at 10pm.

Stefan Kazakis

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