

Going from Good to Great...to Even Greater! ***Practical tips to grow your business and gain loyal customers***

If you dream of your firm being active and robust ten years after you sold to your first customer, then you belong to the one-third of those privileged entrepreneurs, who have recovered quickly from the illnesses of early childhood!

It's heartbreaking to know that you may be just an inch away from success -or failure- but *Bloomberg* goes one step further to say that 8 out of 10 entrepreneurs fail within the first 18 months after starting their businesses! For most of these failures lack of cash is the primary illness; yet, the early signs are cracks in the foundation that had they been diagnosed and treated at the onset, financial collapse could have been avoided.

Among the many early symptoms of a short business life-cycle, two stand out as the ones needing immediate treatment:

Symptom #1: Not listening to your customers!

The worst thing that can happen to an entrepreneur is to stay in the room of contentment the moment they see the first signs of success with their business idea. But in our technology-driven world, any idea no matter how great it is can be quickly copied! And if they fall in the trap that they have a product or service that is so unique no one can copy, they won't last for more than a year.

So, what's the solution?

Be in constant conversation with your customers! They hold the key to your success deep in their unmet needs, their hidden objections or their dominant buying motives. Walk with them through their buying journey and stop to listen how what you sell turns into a benefit for them. And remember, when you can give them just a tiny 5% more than what they were expecting to get from you, they think you are one hundred percent better than your competitors!

Symptom #2: Failure to communicate your vision and turn it into a clear, concise and compelling value proposition!

Yes, it's all about leadership breakdown-or, better, the entrepreneur's dysfunction! Many entrepreneurs fail because they fall prey to one of the most contagious diseases of our times: micromanagement! Because it was their own idea, they think everything should rest on their own shoulders since they have the solution for every problem. And they expect their people to turn only to them for answers.

So, what's the solution?

Share your vision with your people. Gain their trust by communicating a compelling purpose. Help them see your business grow and prosper a decade later...or even longer. Guide them to see how their everyday activities align with the strategic direction of your business and how their psychological needs of autonomy, mastery and purpose are met. And finally, when they are ready, delegate and then delegate again!

In this workshop, we will discuss how to diagnose the early signs of business failure and prevent it by applying hands-on tools and ideas to keep your customers loyal and help your people unleash their talents so that your business will reach even greater levels of success!

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