

Always Playing Catch-Up, Donut Man?

Most business owners I work with describe their day as being a constant and never ending stream of interruptions, problems, frustrations and challenges, fires if you will, brought forth by their employees, customers, vendors, outside influences.

At the end of the day, they shake their heads and quietly, exhaustedly, mumble, “*What did I get done today.*” Years into this routine of being the “fire fighter”, it’s not unusual for the business owner to look and sound a lot like the Dunkin Donuts guy. You know him from the commercials. “*Time to make the donuts, time to make the donuts*”. Glassy eyed, robotic, tired.

If you feel this way or sense that you are moving in this direction; If you see that your business is not shaping up to be what you imagined it would be, then I have a suggestion.

It’s not unusual for business owners to look glassy eyed, robotic, and tired.

*Yesterday is a cancelled check.
Tomorrow is a promissory note.
Today is cash in hand — spend it wisely!*

-Kim Lyons

Change the way you work. Put your foot down and realize that the only way you will create an extraordinary business is by forcing yourself to stop reacting and begin responding proactively to your business needs. That simply put means to start anticipating the challenges you are going to face and repairs those issues before they become a problem. **Make an appointment with yourself to work on your business rather than just in it.**

Example: A client was going to realize significant growth in his company after we revitalized his marketing strategy. Before the growth hit, we knew there was going to be a huge impact on cash flow in the business. So rather than waiting for the inevitable and being faced with struggling to pay the bills, we evaluated and installed systems to ensure that his cash flow demands would be met as the business grew.

Now that’s proactive thinking and working!

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