



Route to success – 4 point plan

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STEP 1: ANALYSE YOUR CURRENT SITUATION

- Problems
- Causes
- Solutions

You've got to really sit down and assess where you are right now.

Be brutally honest.

What are the problems you're confronted with in your current position?

These are the things that are making you feel unsettled, insecure and vulnerable. They're putting a lid on your personal and professional development. You're disappointed that you're not getting ahead and are under-achieving.

Next step is to consider the causes. Your predicament may be self-inflicted. You may have to change your behaviours and attitude to illicit a positive response from your superiors. Remember that perceptions become reality. Your self-deprecating manner is likely to be a self-fulfilling prophecy! Then again the causes may be environmental, external and seemingly out of your control.

The final process involves formulating a solution to the problem. This may result in some difficult decisions and confrontation. But these issues must be addressed and resolved. Nothing's going to get better until this takes place. You've got to make some tough calls at this stage. But doing it will set you free. It's liberating.

STEP 2: DEFINE YOUR MISSION

Ask yourself these 2 of these important questions (some suggestions shown):

- Success
- Fun
- Profit
- Lifestyle

What are my objectives:

- I want to be the best at ...
- What is my goal...

You've got to find the right mission.

For example, identify a business where there's a gap. Acquire the business and then do it better than the competition. Differentiate yourself. Offer something unique.

STEP 3: DEVELOP A PERSONAL BUSINESS PLAN

So now you have a mission, a purpose.
The big question is ... How do I reach it?

This is the time to develop and document a business plan.
Use the following format which is equally applicable to a corporate or a personal business plan (some suggestions shown to illustrate the process):

- WHAT kind of business
- WHERE is it physically located
- WHICH industry
- WHEN to start
- WHY am I doing this
- HOW do I raise the cash
- WHO will I need in the business

There are plenty of things to consider. Many alternatives exist under each key question.
Give this exercise a lot of proper thought. The next action is execution.

STEP 4: IMPLEMENTATION

The business cannot operate unless the foundations are in place. The core attributes of a business, its fundamentals and structure must be defined. An overview of these principles can be summarised as:

- People: Your most important asset. Caring. Delivery of the business model.
- Administration: Accurate, complete and timely record keeping. Integrity.
- Merchandise: Quality. Standards. Freshness. Availability. Consistency.
- Promotion: Environmental. Serve the community. Price competitive.

These guidelines will definitely assist if you find yourself "stuck" in your career and needing to re-invigorate your work life.