

The Goals Post Moved

On my travels around the U.K. delivering my courses a lot of my clients have been talking about the business climate at the moment and want to know if it is affecting my business. I also get asked what they should do. I will be addressing my thoughts and ideas in forthcoming newsletters.

Firstly, I do not know many businesses that have not been affected by the events of the last 12 months. Although I have a feeling the holiday business in the U.K. will probably do well next year bearing in mind the state of the pound to the euro.

We had a good year in 2008 and I am happy how it ended up. In fact October and November were the best months of the year.

2009 is looking pretty healthy. However, I am not getting complacent and I am making a few changes to my business

These include:

1. Bringing in a new team member into the business and he is called Barrie Krell. Barrie is an old friend who ran a very successful Jewellery business in Manchester for 24 years and sold it last year. Over the last 3 months he has been helping me on all my courses and he is tasked to improve customer service within my business and take it to a different level. My goal is to take all my programmes to the next level and to give my clients an even greater experience and Barrie will be supporting me to make this happen.
2. I am writing a new website which has taken many months and hopefully this will be finished in the next few weeks. It will be full of useful articles and concepts to help your Company and to give you inspiration. I am re-branding the business and I will be revealing more in the next few weeks, with the introduction of one or two new programmes. I am really excited about all this, so watch this space.
3. I am increasing my Marketing spend and also trebling my own training budget, with the realisation that there is still a lot to learn, especially with regards to technology and copywriting. Things are changing so quickly especially on the internet and I have been guilty of not keeping up as much as I should. I am following the philosophy - **The more I Learn The more I Earn**
4. I will be sending out 2 newsletters a month from now on. These again will be full of useful tips, ideas and inspiration to help you in these times. Please send me feedback on what you like and dislike.

So in short, now is the time to be Pro-active like you have never been before. This is the time to increase your spend on Marketing, Sales, Communication, Business and all the soft skills. Developing your team has never been more important than now, as you have to look at standing out from the rest of the competition and the other things your patients can spend their money on. I believe people will keep spending, the country will not come to a stand still, but what I do believe is that people will become a little more canny and might want reassuring and convincing that they are making the right decisions and the right choices.

I have personally worked through two recessions before and in fact joined the Business Coaching industry in a recession, so I know what it takes to get through it. The word I will be preaching in 2009 is to be Pro-active. Make things happen, don't wait, because the goal posts have moved.