



# ARE YOU MANAGING YOUR BUSINESS OR IS IT MANAGING YOU?

WORDS CHRIS SMITH

**S**ystems is the most misunderstood area of business. Yet it's one area that's paramount to implement. Systems at every level of the business will make you and your team more empowered and will dramatically increase your business's productivity and profits. Most importantly, systems allow your business to work without you. Our definition of a business is: A commercial, profitable enterprise that works without its owner. This may be 360 degrees from what you've been taught in the past, but think about it – why build a job for yourself when you can build an income stream that keeps on growing whether you are involved or not. Simply put, systems allow you to extricate yourself from the business so you can strategise, further growth, pursue other ventures or play golf.

So let's look at some of the scenarios that are standing in most business owners' way. Almost every business owner I have met works overtime. That's because their business doesn't work - they do. They don't assign new tasks to their employees because they retain everything about the business and 'how to do it' in their heads. They believe they can do the job quicker and more efficiently.

Business growth will be limited if the business owner personally has to train every new employee. Without systems, most owners can't even remember the things they taught the last employee when they started nor the things they taught them all along the way? Often, uninspired employees are retained in the business rather than having to devote the time to hiring and training yet again.

If you recognise yourself in these scenarios, then you will forever work 'IN' your business instead of 'ON' your business. So what is the answer to freeing yourself from your business? Systems and learning to DIVIDE to grow your business. We call it DIVIDE to MULTIPLY. The essence of dividing to multiply is systemising your business.

Take a moment to imagine a business that you didn't have to work in. Would the business still function efficiently? Would all the systems and people integrate to achieve the result you and your customers or clients want? Of course it would with the proper systems in place.

The four major areas to systemize your business are: People and Education Systems, Operations and Distribution

Systems, Improvement Testing and Measuring Systems and IT Systems and Technology.

Over the years we have assisted many hundreds of small businesses to introduce systems and the results have been nothing short of stunning. So start by identifying which areas to systemise and you will ultimately transform your business from just a job to a growing enterprise that makes you a leader in your field. All you need are the right systems to run your business and the right people to run your systems.

Chris Smith is a Franchisee of the global business coaching company – ActionCOACH. He is an accredited Business Coach who assists business owners on the North Coast to significantly grow their profits and develop their entrepreneurial skills. If Chris isn't helping you, he's helping your competitor. To find out more about Business Coaching or to receive a complimentary consult and a business health check, call 082 7770330 or visit [www.actioncoachs.co.za/chris-smith](http://www.actioncoachs.co.za/chris-smith)