

Successes & Strategies

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Issue 47, September 2008



An Ode to the Entrepreneurial Mode

To close out the summer I thought I would take a shot at a little poetry (and ‘poof’ there goes half of my audience – I am sorry to see you both go). Frost, you will soon see, I am not. That doesn’t mean there won’t be a message; there will be. Hopefully you will see some of the points illuminated in past issues of Successes & Strategies re-lit if you will.

I present my poem in the spirit and language of fun. I think ‘fun’ is a word that should have a much larger presence in the business lexicon. Let the verse begin!

*Did you take a big leap, take a huge chance?
Did you start your own business, do you wear the pants?
Is your butt on the line, does the buck stop with you?
Then you are the subject, this poem is for you.*

*First let me say you have my admiration,
For your spirit, your guts and your considerable perspiration.*

*It takes all of that to go out on your own,
But really and truly, you are not all alone.*

*I’m here to help you with some useful advice,
Read on for some ideas, isn’t that nice?*

*Let’s start with your future, do you have a written vision,
Of what your business will ideally be? Please make that decision.
Your likeliness of achievement improves with a known destination,
Have no plan for the future and you can expect much frustration.*

*So you have a vision but there are more flames to fan,
You need annual strategies, you need an action plan.
Whatever strategies you decide, decide who, what and by when,
Put it in writing, accountability to the plan should be a ten.*

You need a system for communicating with your customer/client,

To show them you care and to keep them reliant.

*The reason they will leave you is they think you don’t care,
Have a plan to touch them often and they will stay there.*

When a customer complains, does that have a system?

To fix it, to show them you’re sorry you dissed them?

*Statistics show that when you fix it well, you’ll stand tall,
And look better to your customer than making no mistake at all.*

Are your financials timely, accurate, are they understood?

They need to be if you desire your management to be good.

65% of businesses that fail are due to financial management miscues,

Sit down with your accountant, get it right, understand, no excuse.

What else should you measure to truly see your performance?

The best measures aren’t financial, they are non-conformants.

*Think about what is absolutely critical to get right,
Measure those factors regularly, keep those factors tight.*

Listen to your customers, look to them for feedback,

Survey them occasionally, if their wisdom you lack.

Hold a customer advisory board & ask them direct,

Listen closely to what they say, analyze and reflect.

If you’ve noticed throughout this poem there’s a dominant theme,

There are just a few principles to achieving the entrepreneurial dream,

Communicate and listen and have your plans in writing,

And you’ll be profitable with a business that is inviting.

See you in October when it’s get back-to-business time.

Uh oh I can’t seem to write now without a rhyme!