SMARTer Entrepreneurs

We're busy, but where are we heading?

Five places to look, and how to choose where to start

Busy is a perfectly good state for a business, right up until someone asks where it is going and the honest answer is "more of this, probably".

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Decide what you want the business to give you. You could not say what you want from it in three years' time.			
2. Set one or two goals with a date. Your goals are words like "grow", with no number or date.			
3. Choose where you compete, and what you will stop. You take whatever work comes along.			
4. Make time each month to look at the business. Every meeting is about the work, none about the business.			
5. Tell the team where you are going. Ask five people where the business is heading and you would get five answers.			

An example

The founder of a recruitment business had grown it for six years without a plan. Asked what she wanted from it in five years, she said more time off and a business she could sell. Two goals followed, and a short list of work to stop taking.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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